

Report to the Future Melbourne Committee**Agenda item 6.1****Ministerial Planning Referral: TPMR-2023-7****20 February 2024****Queen Victoria Market Precinct Southern Site, 65-159 Victoria Street, Melbourne****Presenter:** Marjorie Kennedy, Acting Director Planning and Building**Purpose and background**

1. The purpose of this report is to advise the Future Melbourne Committee of a Ministerial planning referral seeking approval of the Queen Victoria Market (QVM) Southern Precinct Development Plan, December 2023. The proposed development plan will guide the future land use and built form outcomes within southern portion of the market precinct. The land is currently formally identified as 65-159 Victoria Street, Melbourne (refer Attachment 2 – Locality Plan).
2. The applicant is Lendlease Development Pty Ltd C/- Urbis Pty Ltd, the architects are 3XN Australia, Kerstin Thompson Architects and NH Architecture. The owner is Melbourne City Council.
3. The land is located within the Capital City Zone Schedule 1 (CCZ1 – Outside the Retail Core) and Public Park and Recreation Zone (PPRZ). The land is affected by Development Plan Overlay Schedule 11 (DPO11 – Queen Victoria Market Precinct), Design and Development Overlay Schedule 1 (DDO1 – Urban Design in Central Melbourne) and Schedule 10 (DDO10 – General Development Area Built Form), Heritage Overlay (HO7 – Queen Victoria Market Precinct and HO496 – Queen Victoria Market), and Parking Overlay Schedule 1 (PO1 – Capital City Zone Outside the Retail Core).
4. The proposed development plan includes adaptive reuse of the Franklin Street Stores, a new 1.8 hectare public open space area referred to as Market Square, a civic building referred to as Queens Corner Building, three mixed use towers (Tower 1 office; Tower 2 dwellings and Tower 3 student accommodation), an east-west shared path located between the Franklin Street Stores and Market Square, east-west and north-south pedestrian connections around the towers, and a basement car park with 220 spaces for the market operation and additional car parking for the development.
5. The development plan has been through a rigorous assessment process with officers from the City of Melbourne, Department of Transport and Planning (DTP), Office of the Victorian Government Architect (OVGA), and Heritage Victoria (HV), including design review panels and agency workshops. The development plan has been amended in response to feedback from the agencies. The key changes include revised design principles, modifications to all building envelopes, improved public realm, and strengthening of the affordable housing contribution (refer Attachment 3 – Development Plan).
6. DTP on behalf of the Minister for Planning, has informally referred the application to Council for comment.
7. Heritage Victoria has issued a Heritage permit for the works within the registration area of VH734 and the development plan is consistent with this permit.

Key issues

8. DPO11 sets out the requirements for development plans in the QVM Precinct. The key issues relate to whether the development plan is consistent with the vision, achieves the mandatory and discretionary built form and amenity provisions, and will effective tool to guide the assessment of future planning permit applications.
9. The Development Plan complies with the mandatory built form requirements. Variations to the discretionary height and floor area ratio are supported having regard to the graduation in height across the towers and the siting and form of each of tower. The Development Plan also provides robust design principles that will ensure the future planning applications for the towers and QCB will be of design excellence, with their own unique identity and high quality architecture and materials.

10. The Development plan provides clear guidance to minimise shadows and provide appropriate wind conditions across the precinct. Further strengthening of the Development Plan is recommended to achieve 'sitting' comfort criteria in all outdoor seating and dining areas, and 'standing' comfort criteria at key building entrances.
11. The Development Plan will deliver the DPO11 vision, support and complement the market operation, provide a range of community benefits, and be a vibrant place for residents, workers and visitors alike.

Recommendation from management

12. That the Future Melbourne Committee resolves to advise the Department of Transport and Planning that the City of Melbourne supports the application subject to the recommended changes set out in the delegate report (refer to Attachment 4).

Attachments:

1. Supporting Attachment (Page 3 of 175)
2. Locality Plan (Page 4 of 175)
3. Development Plan (Page 5 of 175)
4. Planning Application Report (Page 131 of 175)

Supporting Attachment

Legal

1. The Minister for Planning is the Responsible Authority for determining this application.
2. The application is exempt from the notice requirements of sections 52(1)(a), (b) and (d), the decision requirements of sections 64(1), (2) and (3), and the review rights of section 82(1) of the *Planning and Environment Act 1987* (the Act), therefore Council has no formal status under the Act in relation to the application.

Finance

3. There are no direct financial issues to Council arising from the recommendations contained within this report.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

5. Relevant planning considerations such as traffic, waste management and potential amenity impacts that could impact on health and safety have been considered within the application and assessment process.

Stakeholder consultation

6. DTP, on behalf of the Minister for Planning, has referred the application to Council and requested comment and advice to support DTP in completing an assessment and the Minister in making a decision.
7. Council officers have not undertaken public notice of the application or referred this to any other referral authorities. This is the responsibility of the DTP acting on behalf of the Minister for Planning.

Relation to Council policy

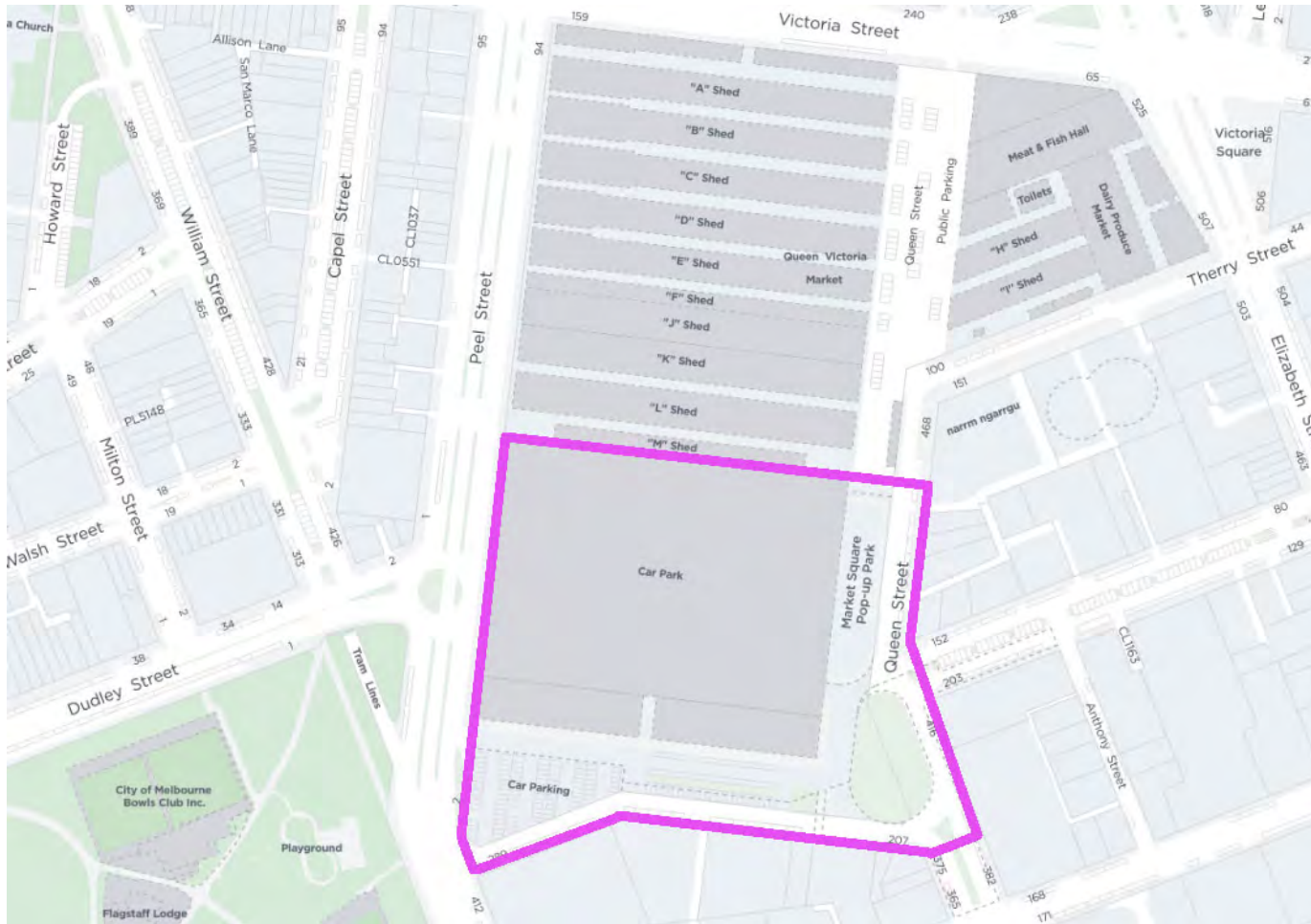
8. Relevant Council policies are addressed in the planning application report (refer to Attachment 4).

Environmental sustainability

9. The Sustainability Strategy report submitted with the application confirms the development will achieve the relevant performance measures set out in Clauses 15.01-2L-01 and Clause 19.03-3L of the Melbourne Planning Scheme.
10. Future planning permits would include conditions to ensure the implementation of ESD initiatives.

Locality Plan

Queen Victoria Market Precinct Southern Site, 65-159 Victoria Street, Melbourne
(Southern Precinct)



lendlease

Queen Victoria Market Southern Precinct Development Plan

Volume 1

December 2023

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CONSERVATION HERITAGE

scape

Simone Thomson is an Aboriginal artist and descendant of Victoria's Wurundjeri and Yorta-Yorta tribes. Simone was engaged by Lendlease to create a meaningful artwork encapsulating the concept of "Gurrowa", the Wurundjeri Woi Wurrung name meaning exchange and interchange, the proposed name for the new precinct for consideration by the City. The artwork is depicted in the following schedule.

The curved motif across the bottom of the cover is derived from the gum nuts represented in the artwork that reflect the rich soil of Country, spreading roots beneath the earth, ensuring survival, assuring regrowth and new life.

Disclaimer:

Historical sources and reference material used in the preparation of this report are acknowledged and referenced as endnotes or footnotes and/or in figure captions. Reasonable effort has been made to identify and acknowledge material from the relevant copyright owners.

All area calculations are advisory only and all figures should be checked and verified by a licensed survey.

All visualisations featuring internal layouts are at the discretion of tenants.

Indicative design of Market Square shown. The design of Market Square to be informed through City of Melbourne led community consultation process.

Contributors



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SEARLE x WALDRON
ARCHITECTURE

OPENWORK

MCGREGOR
COXALL



Sarah Lynn Rees

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scape

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1.1 Development Plan

Gurrowa Place

A WORD FROM THE FIRST LANGUAGE
EVER SPOKEN ON THIS LAND

A PLACE FOR EXCHANGE AND INTERCHANGE
OF IDEAS, DIALOGUE, CULTURE
AND EXPERIENCES



Elizabeth Street

QVM Southern Precinct

Parcel C

Parcel D

Queen Street

Queen Victoria Market

Proposed Public Open Space

Franklin Street Stores

Franklin Street

William Street

William Street

Queensberry Street

Peel Street

Victoria Street

Development indicated is generally in accordance with Development Plan Overlay DPO11.



1.1.1 Introduction

The Queen Victoria Market, located at the northern periphery of Melbourne’s CBD, is a place with a deep history and has been a focal point for trade and interchange since the 1860s. The southern precinct of Queen Victoria Market (QVM) is recognised to present a unique and once-in-a-generation opportunity to undergo sensitive transformation that will deliver a globally iconic, yet locally authentic, market precinct.

This Development Plan has been prepared to guide development of the southern QVM precinct, to enhance the precinct connection to Melbourne’s CBD, to create vibrant, meaningful and inclusive public spaces that complement and enhance the existing Market, and deliver a legacy that Melbourne deserves.

Prepared under Development Plan Overlay 11 of the Melbourne Planning Scheme, this document presents a framework for the redevelopment of the southern QVM precinct which is generally bound by Queen Street to the east, Franklin Street to the south, Peel Street to the west, and the northern boundary of the existing on-grade public car park.

The future development of the southern QVM site set out in this plan seeks to deliver:

- A globally iconic Market Square, replacing the existing on grade public car park with a large, landscaped public open space of 1.8 hectares that will become a drawcard destination and a global exemplar
- The Queens Corner Building (QCB) - a cultural, civic anchor building incorporating public amenities, visitor centre, market and civic uses
- A new retail experience within restored and revitalised historic Franklin Street Stores (FSS)
- A new public car park comprising ~200 public car spaces, ~20 trader van spaces, and additional ~80 weekend spaces
- A precinct design that maximises sightlines, permeability and pedestrian access across the site and into the city’s surrounds including a network of activated, permeable and connected laneways

- A genuine drive to deliver leading environmental and social impact through targeting 100% renewables in operation, ~20% reduction in embodied carbon, Green Star 6 star office and 5 star residential, NABERS 5+, and Green Factor
- Three climate-resilient, all-electric, buildings at the southern boundary – one commercial and two residential, anchored in a public, activated and authentically Melbourne ground plane
- Buildings featuring performative façades, optimised daylight penetration, connectivity, and access to green spaces to contribute a place that supports comfort, health and wellbeing
- Distributed amenities throughout the residential towers to allow people to never be far from spaces that expand their living area: spaces for those working from home and spaces for large groups or multiple households to gather
- Affordable housing as 15% of net area of Tower 2 (T2), to further diversify the neighbourhood
- Commercial spaces designed to maximise workspace flexibility, encourage co-location of start-ups and small and medium enterprises
- A biodiversity rich mosaic of trees, vegetation and interconnected clearings, featuring ground level plantings, green rooftops and balconies. A ‘green ladder’ of terraces moving up the commercial building, ensuring worker access to neighbourhood-sized outdoor space

Multidisciplinary collaboration within a team of world-class Melbourne companies, led by Lendlease who have global expertise in best practice placemaking and have been in Melbourne for over 50 years, is reflected in the quality of this redevelopment proposal. An acute understanding of the site context and planning policy is embodied in this framework that interweaves the aspirations of high-quality architecture and place making.

References:
 1. Meat & Fish Hall entrance, Queen Victoria Market
 2. Aerial View of Queen Victoria Market and Melbourne CBD



1.1.2 Development Plan Overview

The Development Plan provides a framework for the redevelopment of the Queen Victoria Market southern precinct (the subject site) located to the northern periphery of Melbourne's CBD, generally bound by Queen Street to the east, Franklin Street to the south, Peel Street to the west, and the northern boundary of the existing market car park.

This Development Plan represents Volume 1 (with the Appendix being Volume 2 and additional supporting background reports in Volume 3) in the framework guiding future development of the subject site.

Volume 1 sets out the key considerations and design principles required to achieve the overarching vision of the Queen Victoria Market southern precinct development.

This Development Plan includes:

- Analysis of the site and its existing urban context
- A concept plan for future development of the site
- A plan for new and existing open space, landscapes, and significant vegetation

Volume 2 comprises the technical reports required under DPO11 which include detailed consideration of the above elements of the Plan and provide technical support for the proposed development.

Volume 3 comprises additional background reports provided for information to support the Development Plan. They are not intended for endorsement as part of the Development Plan.

This Development Plan is to be read in conjunction with the Volume 2-3 reports.



1.1.3 Purpose of Development Plan

The Queen Victoria Market southern precinct development plan is intended to set out a cohesive design and ensure that all the necessary considerations have been made to facilitate a successful delivery of the vision for the truly unique redevelopment opportunity.

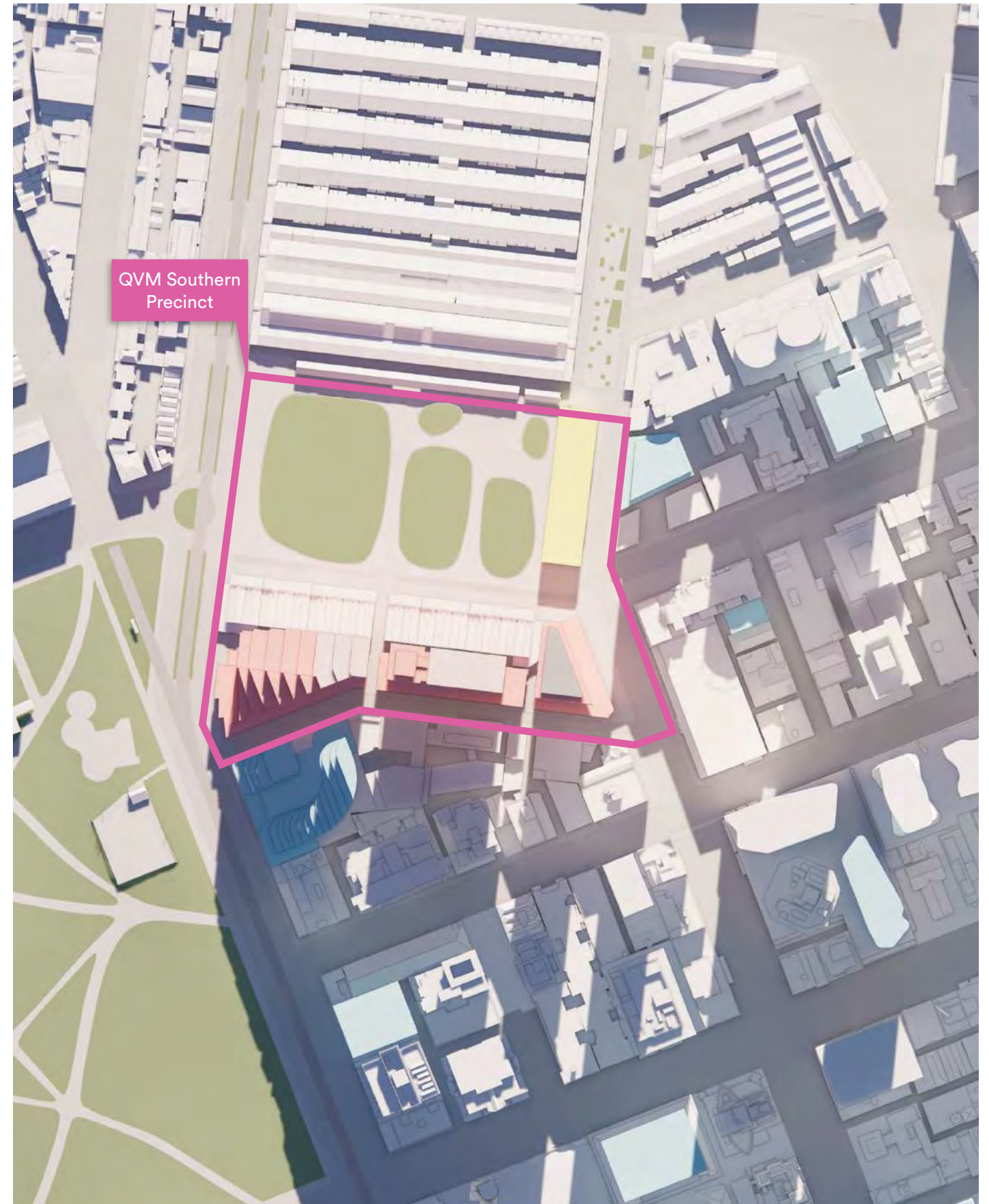
The plan set out in this document is to provide guidance on future detailed design that will be undertaken, by establishing principles that assure the delivery of a globally iconic and locally authentic market precinct – an enduring legacy for Melbourne.

The framework of this Development Plan will also ensure the successful delivery of significant amounts of publicly accessible open space, the delivery of new community facilities and improved accessibility through the site. In conjunction with the delivery of space for recreation, living and working, the Plan will demonstrate enduring benefits of this development to visitors, residents and workers in the wider Queen Victoria Market area.

The purpose of the Development Plan is to respond to the following aspirations through a comprehensive and cohesive design response:

- Provide a high-quality open space network that enhances the amenity of the precinct for visitors, residents and workers
- Redevelop the land in an integrated manner (acknowledging staged delivery of spaces)
- Respect and preserve the heritage of existing land and buildings in the Market area
- Contribute to diversity in dwelling typologies and accommodate varied housing needs of a broad demographic
- Maximise the benefits of strong proximity to public transport networks and a wide range of urban infrastructure, retail amenity and community facilities reflective of the central city context
- Achieve a transition of building height and scale across the site that responds to the urban context, with taller form in the east (proximate to towers) stepping down to the park context in the west
- Design buildings to ensure appropriate solar access and protection from adverse wind impacts to surrounding public open spaces
- Demonstrate design excellence that is closely guided by urban design principles and implements leading ESD features
- Establish an integrated movement network that minimises adverse traffic impacts on the surrounding local road network.

Design initiatives set out within this Development Plan will assist to achieve the above aspirations.



*22 June midday sun shown in plan.

1.1.4 Flexibility of the Development Plan

Full development of Queen Victoria Market southern precinct in accordance with this Development Plan is expected to occur in a number of stages, from approximately 2025 through to 2028.

The development plan provides benefits of a holistic overview of the intended precinct development over the years, with permit applications subsequently contributing detail to the ongoing vision for the site.

Accordingly, this Development Plan has been prepared to provide flexibility around particular components and seeks to avoid being overly prescriptive. It provides a general framework for the long-term urban renewal of the southern market precinct, in a manner which is consistent with the vision and design objectives of the Melbourne Planning Scheme for this site.



References:

1. Queen Victoria Market, towards Melbourne CBD

1.1.5 Development Plan Content

The content within this Development Plan forms Volume 1 of the Plan and provides a structured breakdown of the principles which need to be adhered to in order to achieve the overarching vision of the Queen Victoria Market southern precinct redevelopment.

This Plan provides an overarching structure and guidance for future development, acknowledging that prior to construction, detailed design and assessment through planning permit processes will be required where the finer scale of detail is appropriate to be confirmed.

The specialist reports contained within Volume 2 have been prepared to support the overarching design aspirations and respond to the detailed requirements of DPO11. The following consultants were involved in the preparation of Volume 1, Volume 2 and Volume 3 of the Development Plan:

- NH Architecture
- Kerstin Thompson Architects
- 3XN Australia
- Searle x Waldron Architecture
- Openwork
- McGregor Coxall
- Lovell Chen
- Bryce Raworth Conservation & Heritage
- Warren Smith Consulting Engineers
- Robert Bird Group
- Windtech
- WSP
- Urbis

References:

1. View of Skyline from Queen Victoria Market
2. Aerial View of DPO 11 Parcel D towards Flagstaff Gardens

The requirements of the DPO11 are addressed in full within the specialist reports and summarised in this Volume 1 package as follows:

Urban Context and Existing Conditions Report

The existing site context and proposed future development intended to be integrated within the site surrounds has been prepared by NH Architecture, Kerstin Thompson Architects, 3XN Australia and Searle x Waldron Architecture in conjunction with Openwork and McGregor Coxall. Refer to further details outlined in Section 1.2 and 1.3 of this Plan.

Development Concept Plan

Building heights and setbacks, shadow diagrams and the alignment of existing and new roads and pedestrian links have been detailed as part of the Development Plan and are provided at Section 1.3 of this Plan.

Staging Plan

The indicative staging for the proposed development is outlined in Section 1.3 of this Development Plan. Additional staging expectations are detailing in a separate Volume 2 document.

Heritage Impact Statement Summary

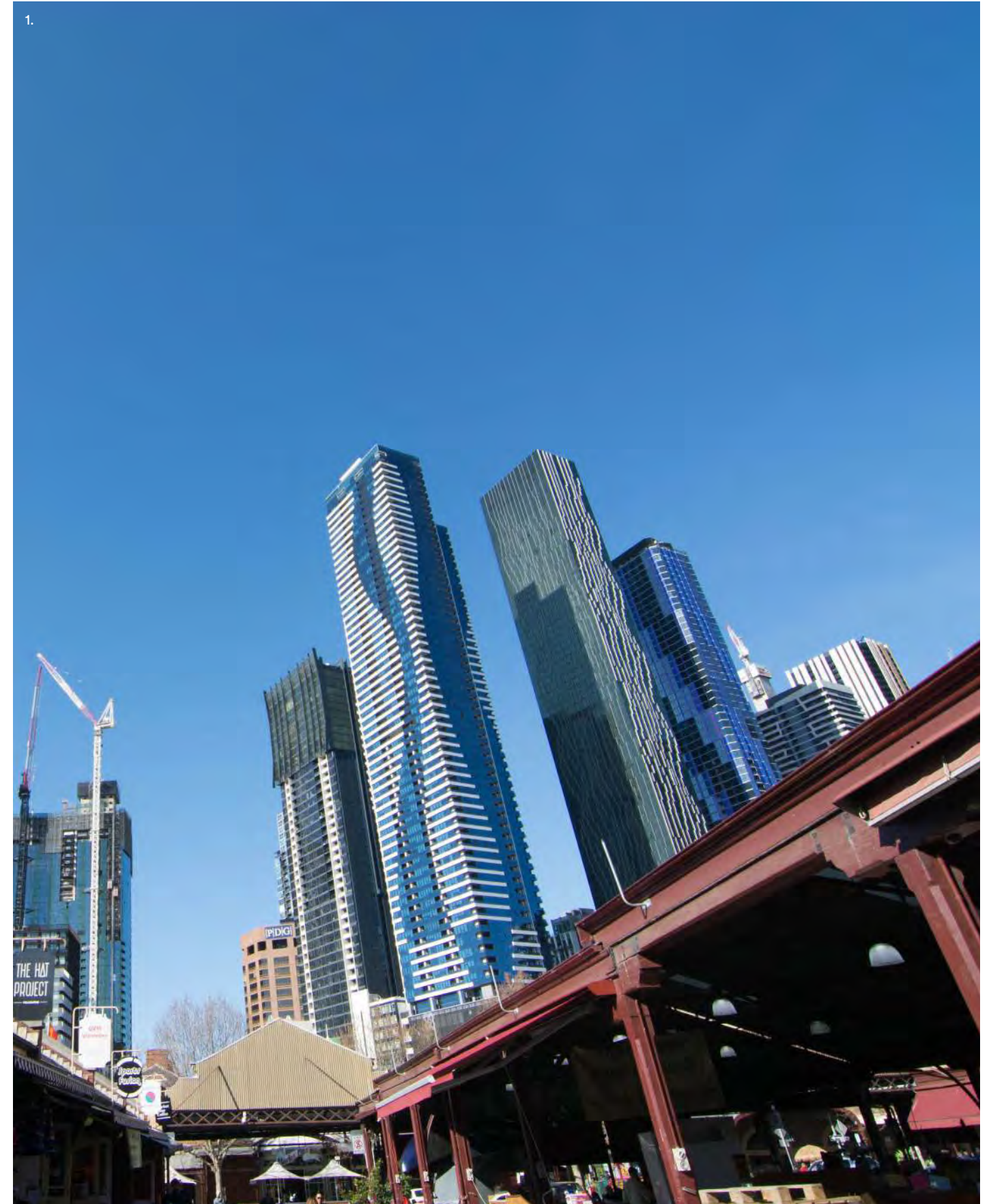
The preservation of the significance of the Queen Victoria Market is summarised in the Plan, and a Heritage Impact Statement is contained in Volume 2.

Planning Report

The relevant provisions and requirements of the Melbourne Planning Scheme are outlined in Section 1.2 of this Development Plan. The full Planning Report prepared by Urbis is contained in Volume 2.

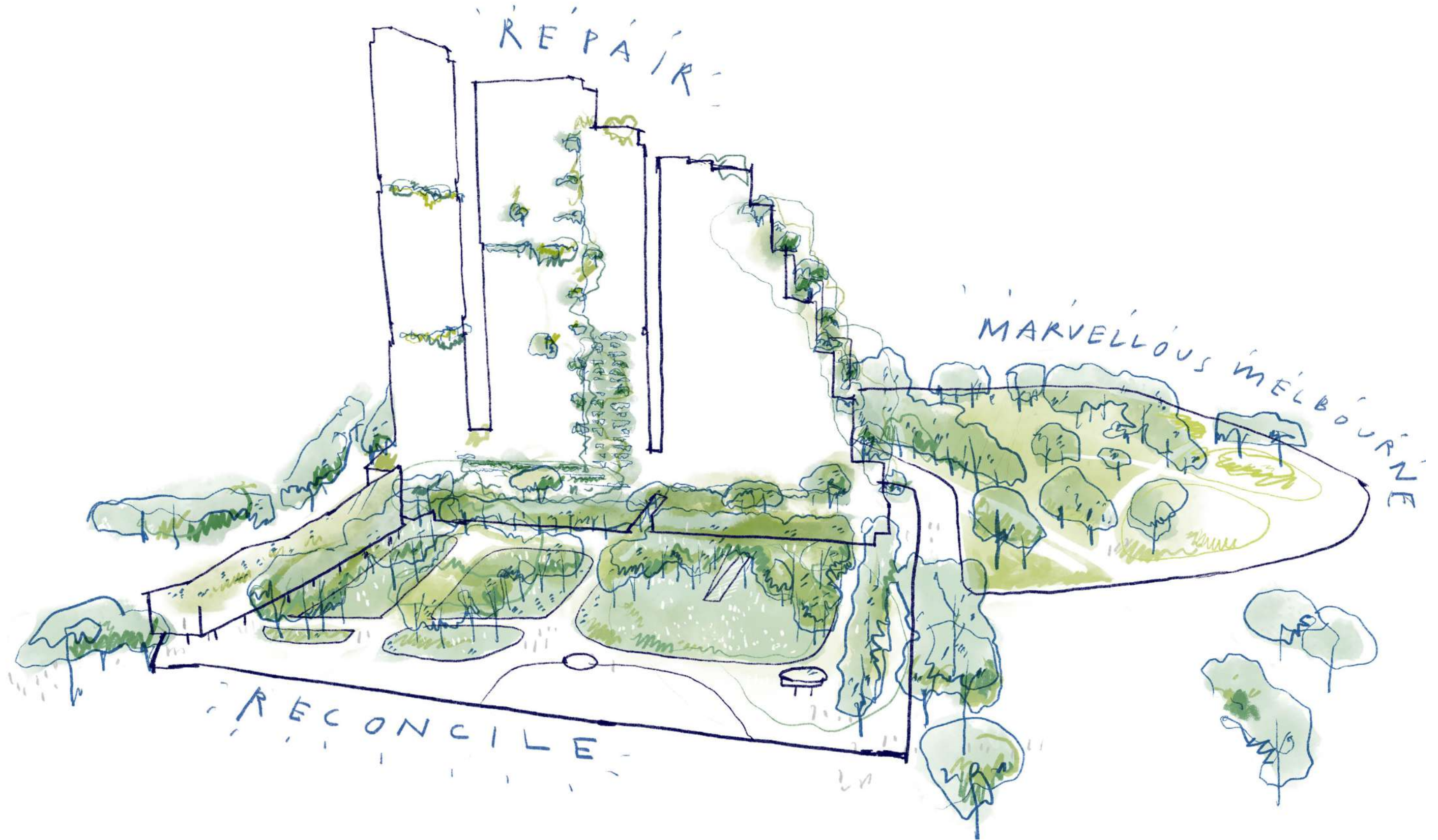
Transport Management Report

The Transport Management Report prepared by WSP is contained in Volume 2.



2.





Imagery shown for illustrative purposes only.

1.2 Urban Context and Site Analysis

1.2.1 Site Location

This Development Plan comprises land currently located within the Queen Victoria Market (QVM) in Melbourne, Victoria.

The subject site occupies the southern portion of QVM that is generally bound by Queen Street to the east, Franklin Street to the south, Peel Street to the west, and the northern boundary of the existing market car park.

The subject site covers land parcels identified in schedule 11 to the Development Plan Overlay, specifically parcels C, D, New Franklin Street and the existing on grade car park bound by Peel Street to the west and Queen Street to the east.

Parcel C is a narrow, rectangular shaped parcel with direct abuttal to Queen Street to the east, and is flanked by the at-grade market car park to the west. Parcel C has an area of approximately 2,341 square metres. The area largely comprises open landscaped space.

Parcel D is an irregular shaped parcel located at the southern end of the market, with a direct abuttal to Franklin Street on the southern boundary. Parcel D has an area of approximately 11,890 square metres and generally flat topography. Parcel D incorporates the Victorian Heritage Register listed Franklin Street Stores buildings, featuring single storey market buildings that are to be retained.

The existing on-grade public car park within the subject site is located between the Queen Victoria Market to the north and Franklin Street Stores to the south. It is identified to include New Franklin Street shared zone, with existing parking spaces to be relocated to a basement car park at the Munro Development and the Southern site.

Franklin Street and Queen Street are included within the Development Plan area for completeness, in line with DPO11.

References:

1. Aerial View of QVM Precinct - subject site shown indicatively



1.2.2 Regional and Strategic Context

The QVM southern precinct development site is located on the northern periphery of the Melbourne CBD, which is acknowledged as a growth area in the municipality.

The QVM is a major tourist destination and a retail hub. It occupies a pivotal location between the Hoddle Grid to the south-east, the evolving high density neighbourhood to the south, and Flagstaff Gardens to the west. The site is also proximate to the education and health precinct associated with RMIT, Melbourne University and various hospital facilities to the north and north east.

The subject site is substantial in land area compared to the surrounding urban context, at 3.2 hectares (32,000 square metres). The site is exceptionally well-located in proximity to a range of existing infrastructure and services.

The site is occupied by the Franklin Street Stores (FSS). However, the majority of the subject site comprises at-grade public car parking, vehicle accessways and open space.

The Franklin Street Stores are heritage protected in acknowledgement of their unique place in the history of Melbourne, being part of the only remaining nineteenth century market built by the City of Melbourne.

The substantial land area of the site in conjunction with its great strategic location within the City of Melbourne provides the perfect opportunity for the development to deliver expansive public open space, unique retail experiences, accommodate future housing demand, and enhance the QVM as a major tourist destination.



References:

1. Aerial View of QVM Southern Precinct from the West

1.2.2 Regional and Strategic Context

1.2.2.1 Convergence - The City

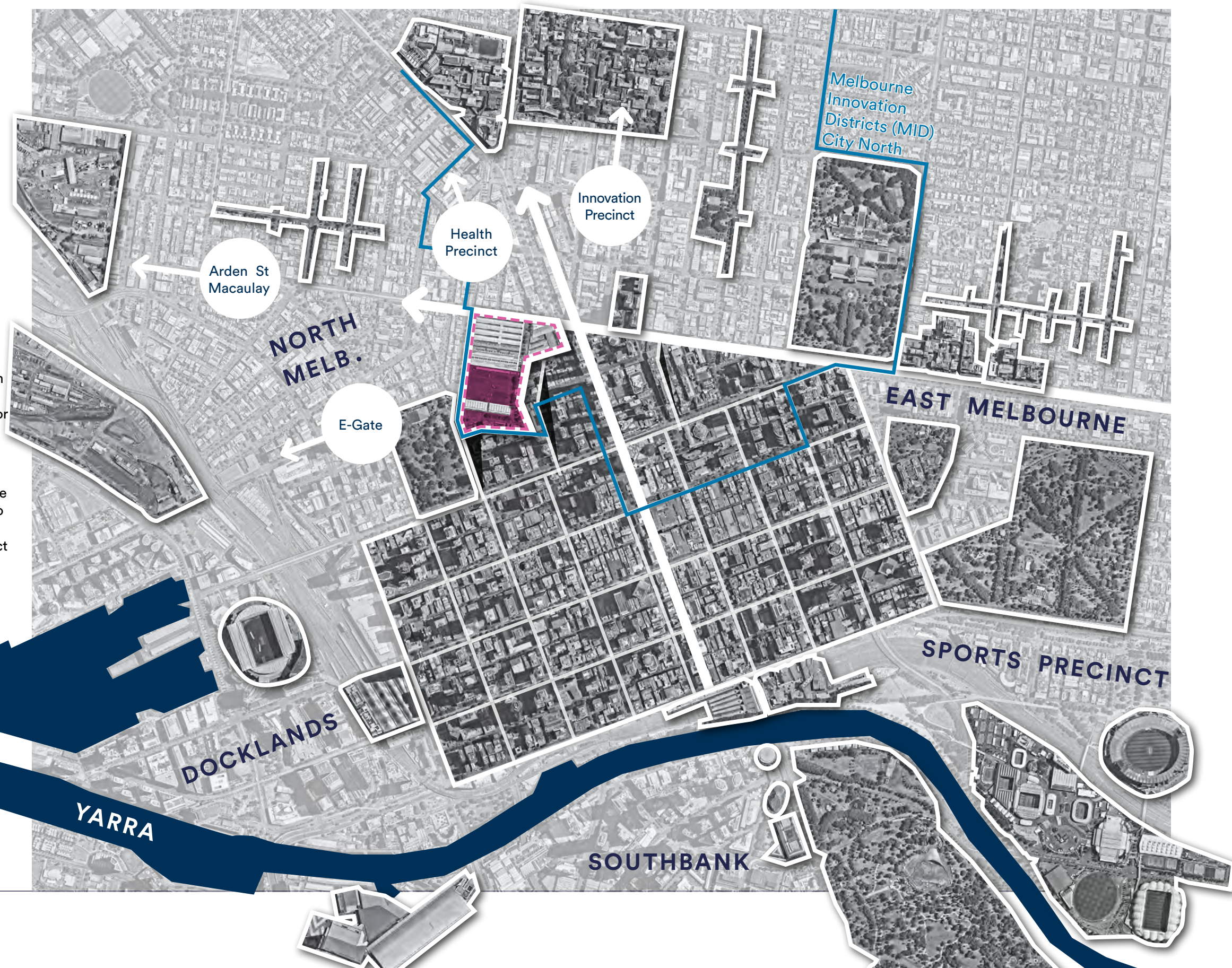
A Convergence Point Of The City

The City has over the last 30 years developed its river frontages and districts with the cornerstone of this being arguably Federation Square. As the City changes and continues to mature there is an opportunity to complement this with a north western focal point that acts to extend the Queen Victoria Market (QVM) as an existing place of significance and reconnects it to the city through a new high quality public and urban realm intervention.

The QVM site sits within the Melbourne Innovation District, focused on driving collaboration as an urban innovation district. The mix of new open space, employment and accommodation to be delivered will support the ambitions of this District to connect and collaborate.

The Southern Development Site (Gurrowa) works to create an assemblage of built form and spaces which support a new Market Square and the Queen Victoria Market. The intent is to create an urban collective which brings many disparate parts into a unified and cohesive whole, creating a powerful and notable Public Legacy for the City and its ongoing maturation.

The desire for Gurrowa is to create spaces to exchange across and within the buildings, which are focused on the distribution, quantity and quality of amenity from the ground up. The design integrates nature and people into one whole experience delivering a place that allows the building community to interact with the broader precinct with a generosity of public spaces and strong visual connections.



1.2.2 Regional and Strategic Context

1.2.2.2 Convergence - The Subject Site

The proposed name for the precinct, for consideration by the City, is "Gurrowa Place".

This word has been specially provided by the Wurundjeri Elders and means a place for exchange with the co-presence of diverse communities connected as a whole.

The site is a natural convergence point of city – blending market, CBD, heritage and park conditions underutilised a series of on grade carparks and remnant stores buildings. As such the site has become a location of social challenges and a local environmental challenge through its 'heat island effect' . As such, the opportunity of the site becomes a negotiation of different conditions creating hybrid environments and encouraging different exchanges from different user groups. Diverse adjacent program encouraging a 24hr activation.

The site needs to inherently act as a mediator between the high density of the CBD to the southeast and the low rise, more granular scale of the parks and markets to the north-west.

It needs to build on the adjacent Flagstaff Gardens and draws on the opportunity to bring through a broader landscape connecting the future Market Square to the existing gardens; reinstating biodiversity and habitat in the area.

The site needs to reconnect the heritage value of the Franklin Street Stores and the QVM markets to the city fabric.

The site also needs to take advantage of its central location as the site is highly connected with a multi-modal transportation network through a tramline, vehicular network, bike paths and pedestrian realm.





1.2.3 Planning Context

In September 2014, City of Melbourne entered into an agreement with the Victorian Government to support the Queen Victoria Market Precinct Renewal, seeking to create opportunities for commercial and residential development to add to the vibrancy and potential of the areas.

In August 2017, Planning Scheme Amendment C245 was approved and introduced a number of changes to the Melbourne Planning Scheme to facilitate the Queen Victoria Market Precinct Renewal.

Amendment C245 including rezoning the existing QVM car park land from Capital City Zone (CCZ1) to Public Park and Recreation Zone (PPRZ), and applying a new Schedule to the Development Plan Overlay (DPO11), which incorporated a vision and design requirements for the development of land within and adjacent to the QVM.

The site is subject to the planning controls outlined as follows.

Zoning

Capital City Zone - Schedule 1

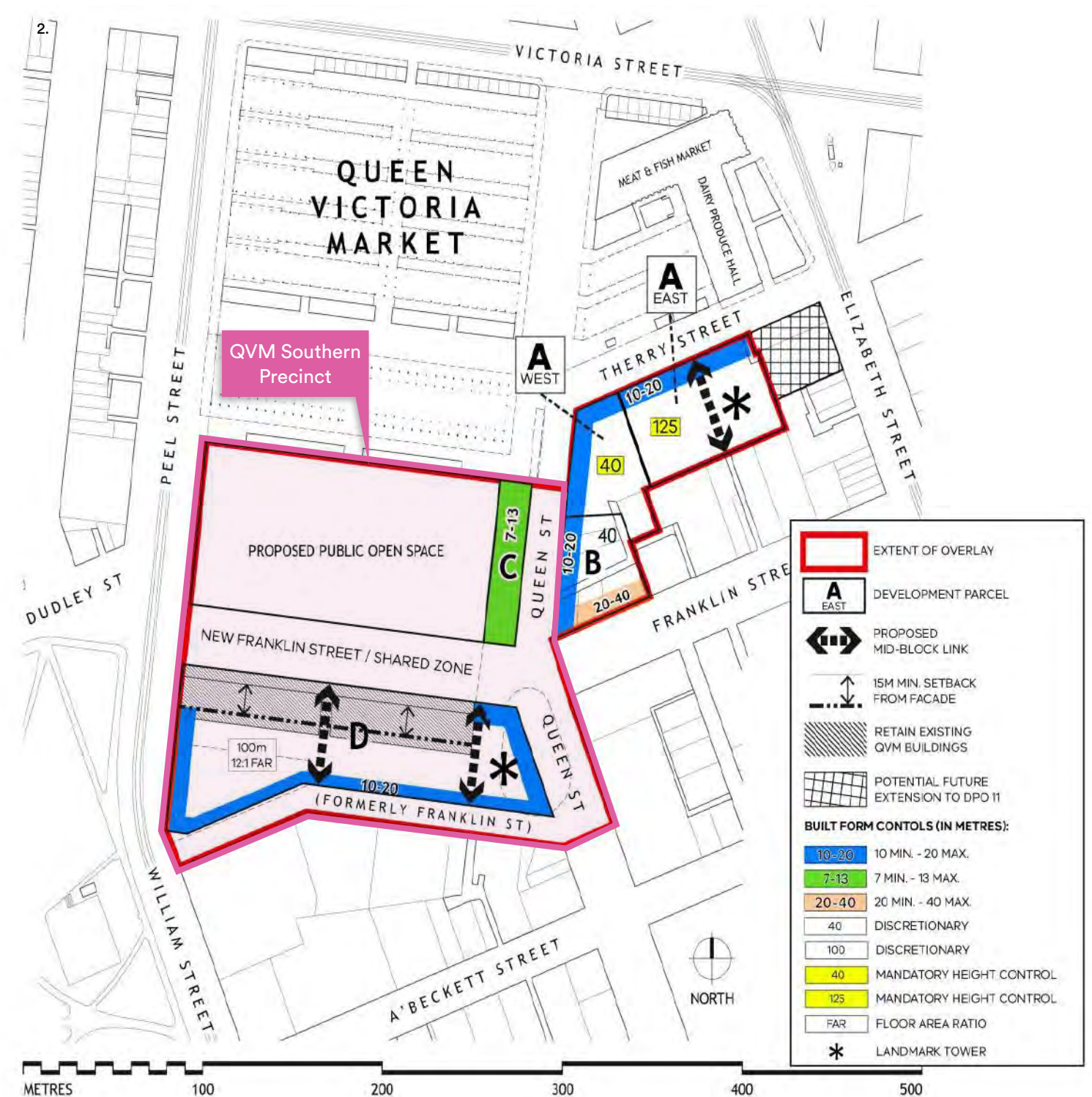
The southern portion of the site is zoned Capital City Zone, Schedule 1. The purposes of the Capital City Zone (CCZ) include:

- To enhance the role of Melbourne’s central city as the capital of Victoria and as an area of national and international importance.
- To recognise or provide for the use and development of land for specific purposes as identified in a schedule to this zone.
- To create through good urban design an attractive, pleasurable, safe and stimulating environment.

Schedule 1 to the CCZ outlines the purpose ‘To provide for a range of financial, legal, administrative, cultural, recreational, tourist, entertainment and other uses that complement the capital city function of the locality’.

No specific built form requirements for the site are included in the schedule to the CCZ, on the basis that 1 Development Plan Overlay Schedule 11 sets out design outcomes for the land.

Please refer to Volume 2: Planning Report prepared by Urbis for further details.



References:
1. Queen Victoria Market, Melbourne, Australia
2. Figure 1: Queen Victoria Market Precinct Framework Plan 2017 from Schedule 11 to Clause 43.04 Development Plan Overlay

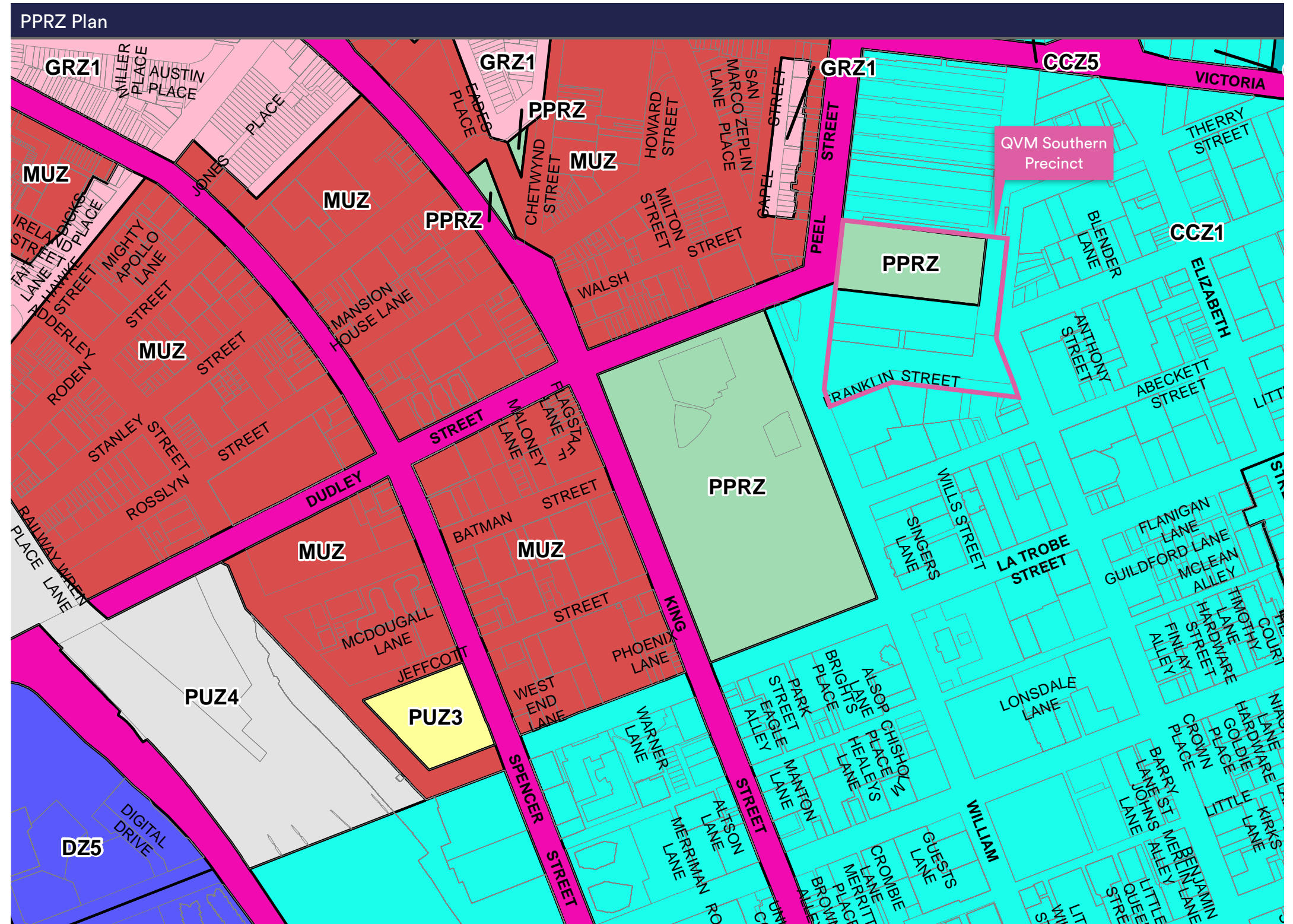
1.2.3 Planning Context

Public Park and Recreation Zone

The northern portion of the site is zoned Public Park and Recreation Zone (PPRZ). The purposes of the Public Park and Recreation Zone (PPRZ) include:

- To recognise areas for public recreation and open space.
- To protect and conserve areas of significance where appropriate.
- To provide for commercial uses where appropriate.

The City of Melbourne is the public land manager for the land within the PPRZ.



1.2.3 Planning Context

Overlays

Design and Development Overlay - Schedule 1

The Design and Development Overlay (DDO) affects the entirety of the site. Schedule 1 to the DDO sets out the following design objectives:

- To ensure that all development achieves high quality urban design, architecture and landscape architecture.
- To ensure that development integrates with, and makes a positive contribution to its context, including the hierarchy of main streets, streets and laneways.
- To ensure that development promotes a legible, walkable and attractive pedestrian environment.
- To ensure that the internal layout including the layout of uses within a building has a strong relationship to the public realm.
- To ensure that development provides a visually interesting, human scaled and safe edge to the public realm.

Schedule 10 to the DDO applies to much of the surrounding land to the south and east of the site, and has the benefit of an 18:1 Floor Area Ratio.

Development Plan Overlay – Schedule 11

A Development Plan Overlay (DPO) affects the entirety of the land, which requires an integrated plan for the site to be prepared prior to development commencing on site (with some exceptions).

Schedule 11 to the DPO is specific to QVM and sets out a vision at clause 3 of the Schedule.

Heritage Overlay – Schedule HO7 and HO496

The subject site up to the southern boundary of the Franklin Street Stores is affected by the Heritage Overlay – Schedules HO7 and HO496.

Schedule HO7 relates to Heritage Place: Queen Victoria Market Precinct

Schedule HO496 relates to Heritage Place: Queen Victoria Market, 65-159 Victoria St, Melbourne. This part of the site is included on the Victorian Heritage Register under the Heritage Act (Reference number H734).

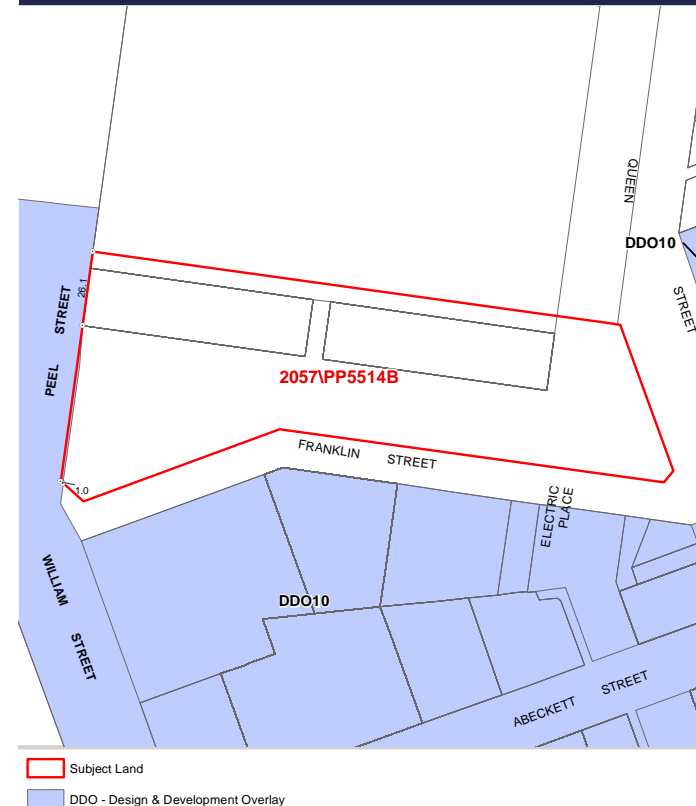
Parking Overlay – Precinct 1 Schedule

The Parking Overlay (PO) applies to the entire site. It sets out purposes including:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To facilitate an appropriate provision of car parking spaces in an area.
- To identify areas and uses where local car parking rates apply.
- To identify areas where financial contributions are to be made for the provision of shared car parking

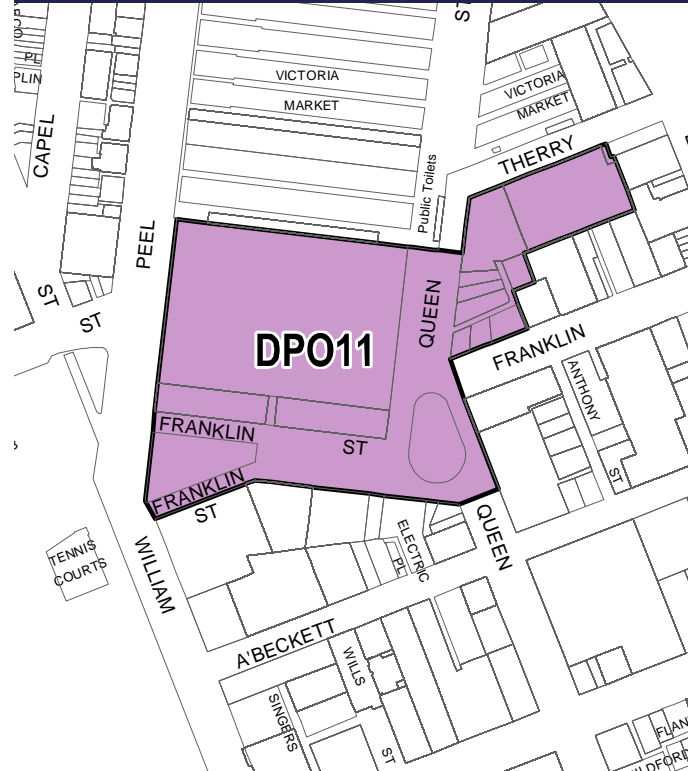
Schedule 1 to the PO sets out the parking objective ‘To identify appropriate car parking rates for various uses within the Capital City Zone.

Design & Development Overlay - Schedule 10

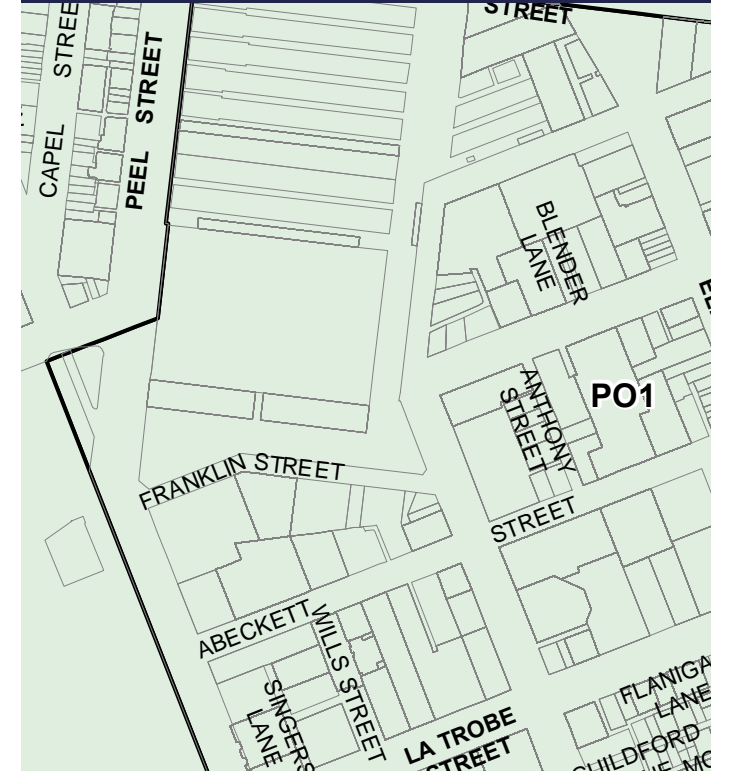


Subject Land
DDO - Design & Development Overlay

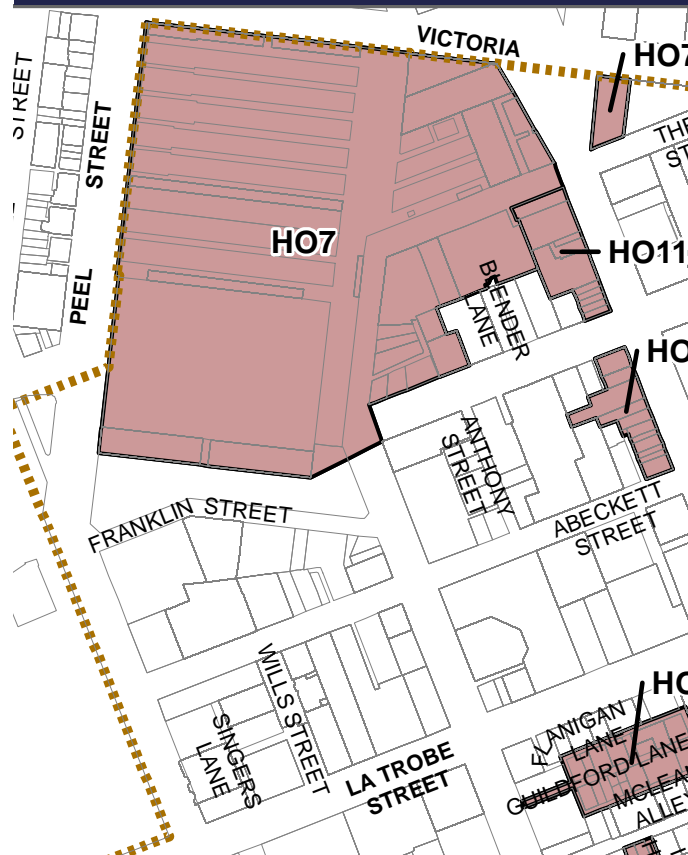
Development Plan Overlay - Schedule 11



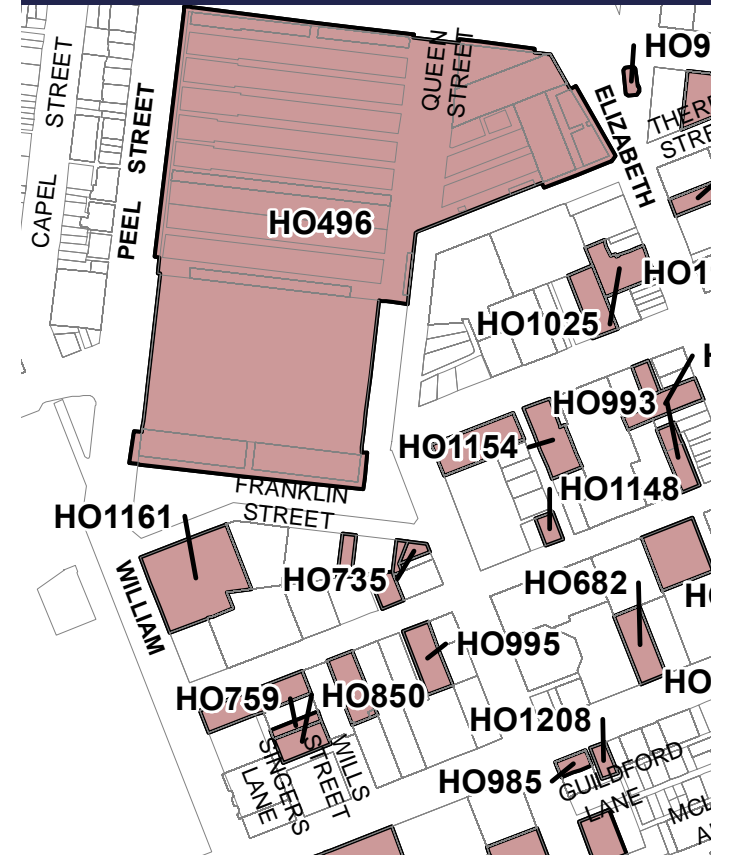
Parking Overlay - Schedule 1



Heritage Overlay - Schedule HO7



Heritage Overlay - Schedule HO496



1.2.4 Existing Access and Movement

The subject site benefits from excellent multi-modal transport access due to its central location within Victoria's capital city.

The QVM precinct has exceptional walkability, with a vast range of existing facilities and services within convenient walking distance, as well as being located within 250 metres of Flagstaff Train Station and 600 metres from Melbourne Central Train Station.

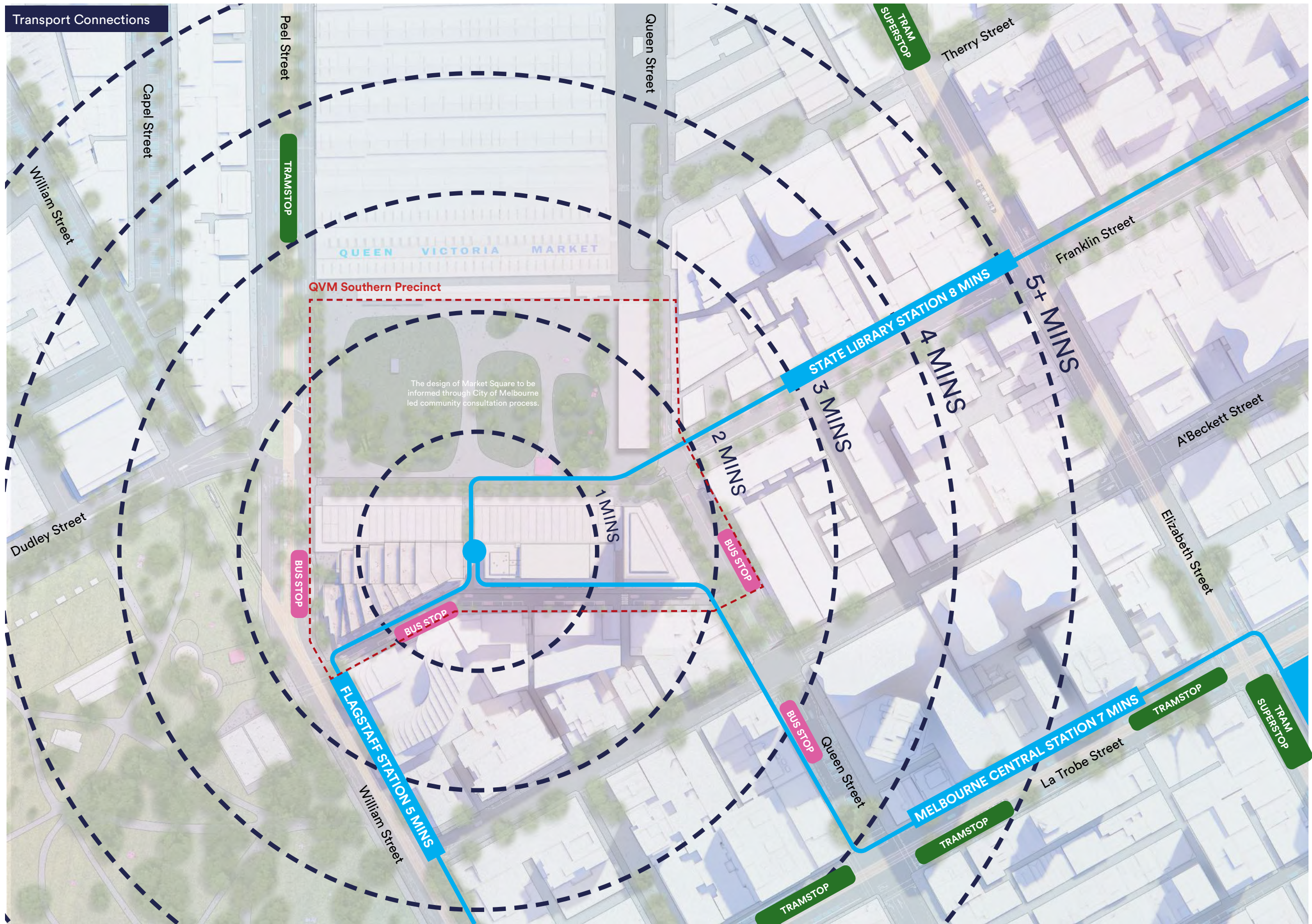
Fronting Queen Street to the east, Franklin Street to the south and Peel Street to the west, the site is highly accessible by the wider bicycle network, including dedicated bicycle lanes along Peel Street and Queen Street.

The William Street tram route features multiple stops immediately adjacent the western site boundary while the A'Beckett Street/Queen Street bus route provides immediate access to the south and eastern side of the site along Franklin Street. The site is also highly accessible by the Victoria Street tram route less than 250 metres north of the site.

The existing at grade public car park within the QVM is also well utilised by visitors and traders of the QVM, who also benefit from the site's strong vehicle connectivity to the surrounding road network, being 300 metres east of King Street (VicRoads arterial) and approximately 2 kilometres east of Citylink.

The majority of the site has a clear sense of address from immediately surrounding street interfaces, while an opportunity exists to enhance pedestrian connections into and through the site, particularly from the south; through the activation of the Franklin Street Stores, creation of new Melbourne laneways and new open space.





1.2.5 Heritage

Land use

The land that is subject to the submitted Development Plan is officially recognised as being within the boundaries of the Woi wurrung language group (acknowledging this is not agreed by some Bunurong and Boonwurrung traditional owners who assert cultural ownership over this area of Melbourne).

In the early colonial period (1837), part of the site now occupied by the Queen Victoria Market was established as the Melbourne Cemetery (now referred to as the Old Melbourne Cemetery). The Cemetery was divided into denominational areas, and a portion was also subsequently set aside for an Aboriginal burial ground.

In 1877 the Melbourne Town Council took over the northern section of the cemetery and developed the land for a new market. The market complex – comprising purpose-built market buildings, market sheds and shops to Victoria and Elizabeth streets - was consolidated in the late nineteenth century.

The early twentieth century and interwar period saw a gradual transition from cemetery to market as more land was formally acquired and some of the human remains were exhumed. The cemetery was formally closed in 1922.

The interwar period saw the development of the southern half of the former cemetery for additional market sheds (on the north of the present-day carpark) and, in 1930, for the development of a complex of 60 brick stores around an open square at the Franklin Street end of the site.

The northern row of Franklin Street stores was demolished in 1975 and public carparking commenced on this section of the site. This continues today.

Statutory heritage controls

The QVM and its environs are variously subject to statutory heritage controls at a local, state and national level. The QVM itself (Upper and Lower Markets) is included in the National Heritage List (NHL) under the Environment Protection and Biodiversity Conservation Act 1999 (Commonwealth). The same extent and mapped area is also included in the Victorian Heritage Register (VHR) under the Heritage Act 2017 (Victoria).

Additionally, there are statutory heritage controls in place for parts of the DPO11 area under the Melbourne Planning Scheme, where the Heritage Overlay (HO) control applies to both the QVM proper (as listed in the NHL and VHR) which is designated as HO496, and to a larger area which extends beyond to include areas in the QVM environs including Queen Street; this is H07 (Queen Victorian Market Precinct).

Heritage Victoria permits are required for significant components of the Development Plan works (for components of Tower 1 (T1) and Tower 2 (T2) which overhang the Franklin Street Stores canopy, works to the Franklin Street stores and for the proposed Market Square). The balance of the works (Tower 3 (T3) and the Queens Corner Building) will require approval under local Heritage Overlay HO7. The full scope of the Development Plan works will be the subject of a self-assessment under the EPBC Act.

Aboriginal Heritage Act 2006

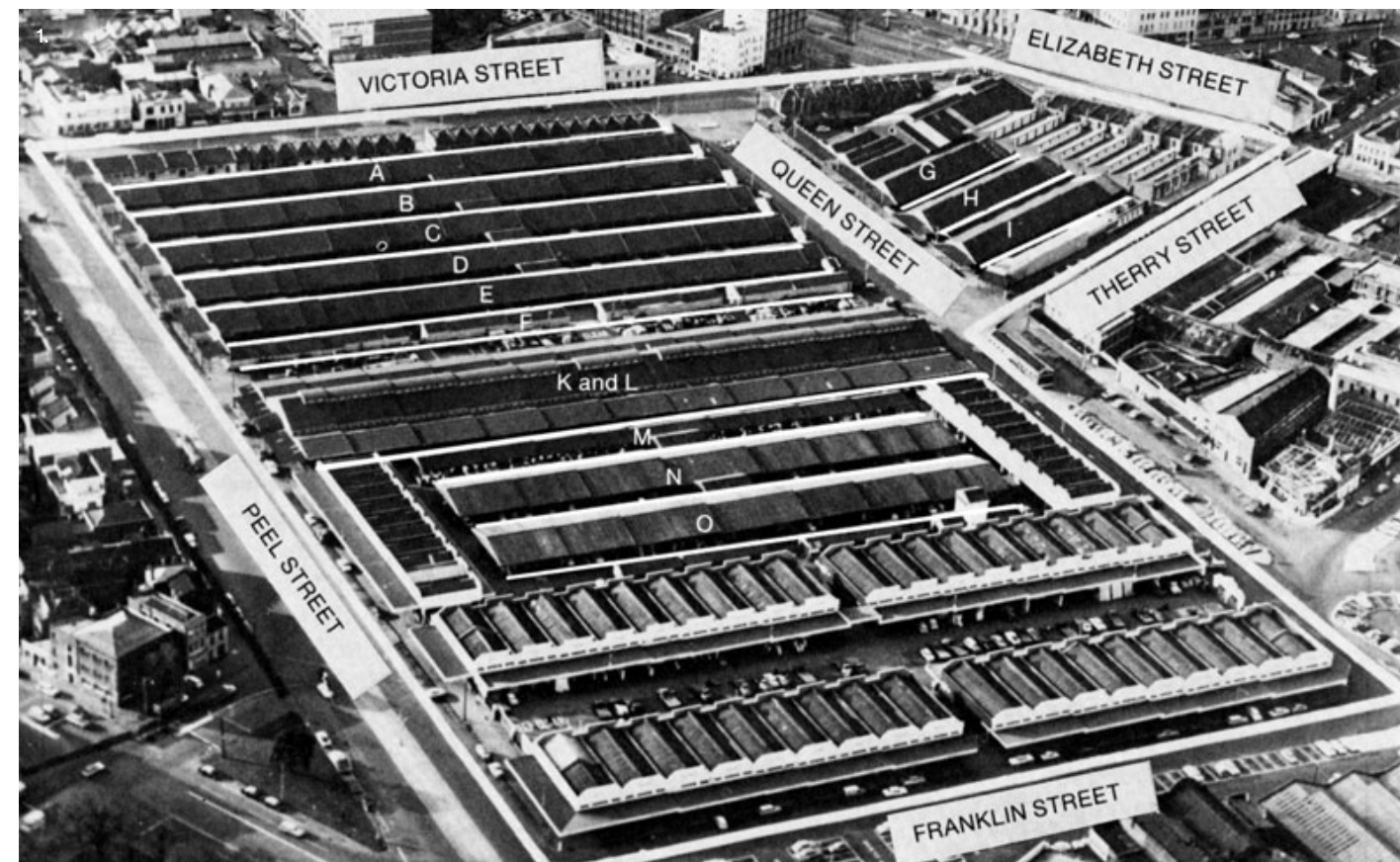
The site has cultural heritage significance to Aboriginal people, including as the site of Aboriginal burials from the colonial period.

A number of Cultural Heritage Management Plans have been prepared to provide a framework for the management and protection of Aboriginal cultural heritage during the course of activities associated with the Queen Victoria Market Precinct Renewal Program as a whole.

- CHMP 17098 for the Queen Victoria Market Renewal Program – Queen Street and Market Site (Outside of Old Melbourne Cemetery) was approved on 12 May 2020.
- CHMP 14125 for the Queen Victoria Market Precinct Renewal – Zone 1 (Old Melbourne Cemetery) was approved on 15 May 2018 - this covered the site of the Old Melbourne Cemetery.

References:

1. 1936 Aerial View of Queen Victoria Market
2. Circa 1930 Queen Victoria Market Upper Market



1.2.5 Heritage

Key heritage places

References:

1. Queen Victoria Market (VHR H734)
2. Queen Victoria Market Precinct (HO7)
3. Flagstaff Gardens (VHR H2041)
4. Bank of New South Wales (VHR H90)
5. North and West Melbourne Precinct (HO3)
6. Melbourne Terrace (HO1160)



1.2.6 Existing Surrounding Context

The QVM southern precinct has an interesting urban setting by virtue of the diverse character of the surrounding land. This includes public open space with high levels of natural amenity in Flagstaff Gardens to the south west, high density buildings to the south and east, and the low-rise heritage market precinct to the north.

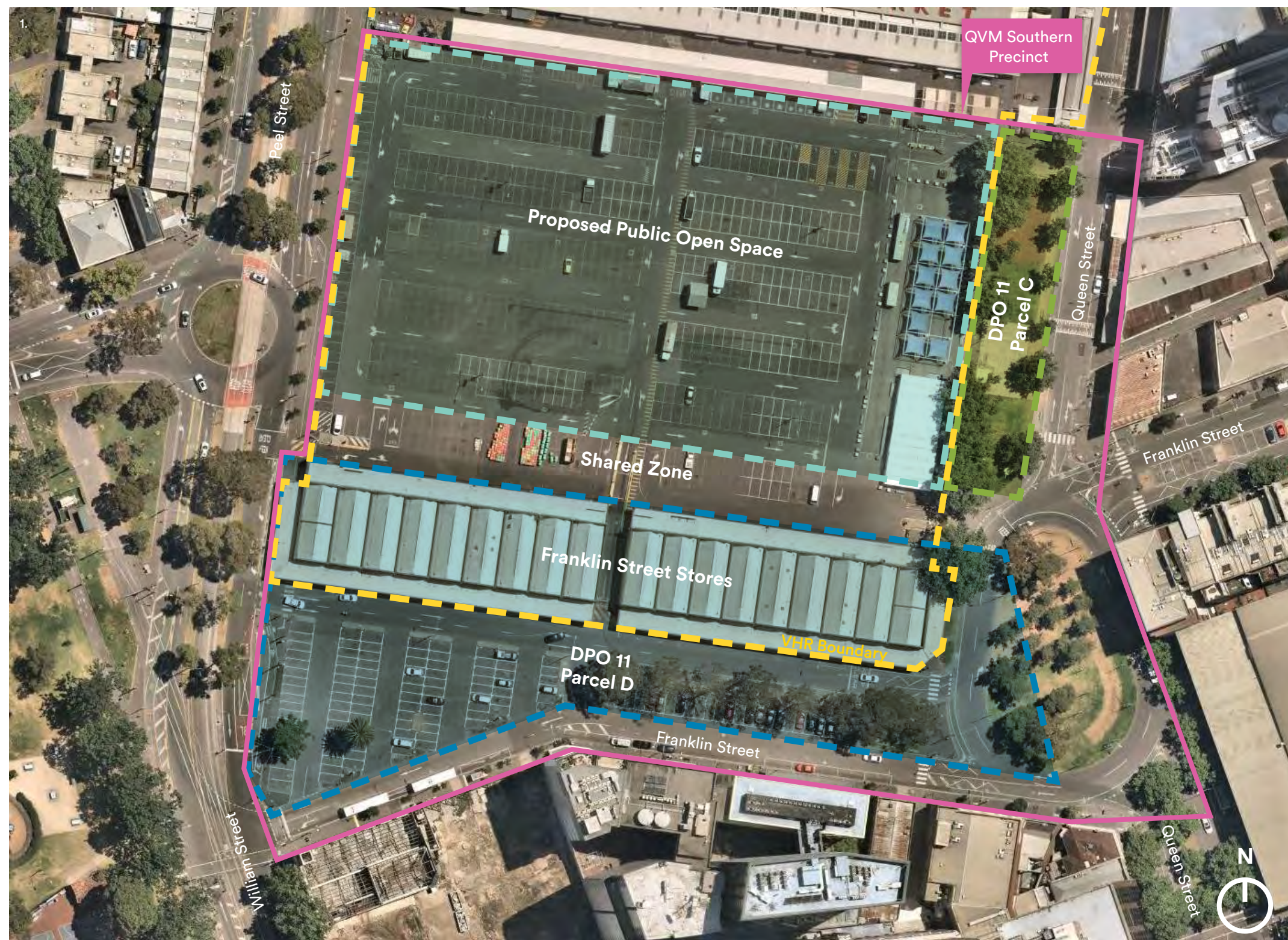
Queen Street bounds the eastern edge of the site, comprising buildings with a pedestrian scale in the market streetscape north of Franklin Street and tall, multistorey buildings proximate to A'Beckett Street. The street includes parallel carparking, canopy trees to the western verge, footpaths interrupted by vehicle crossovers, and active ground level retail uses to the eastern side of the street.

The site immediately abuts Franklin Street to the south which connects William Street to the west and to Queen Street to the east. The street incorporates car parking in its tree-lined median and features a hard street edge to the southern boundary, with buildings constructed between 3-10 storeys constructed to boundaries, and approved up to 100m+ at 386-412 William, which turns the corner to Franklin Street. The western end of Franklin Street is punctuated by multiple vehicle access points to at-grade parking within the market. Further south of Franklin Street gives rise to a backdrop of high rise mixed use buildings in the Hoddle Grid.

Peel Street / William Street bounds the entire western site edge and is characterised by a wide road reserve accommodating a central tram route. The street also accommodates dedicated bicycle lanes, and vehicle lanes separated from the tram reserve by established canopy trees. A heavily trafficked roundabout connects to Dudley Street to the west. Further west of the street is a generally residential interface of buildings rising to three storeys, interspersed with ground floor retail uses.

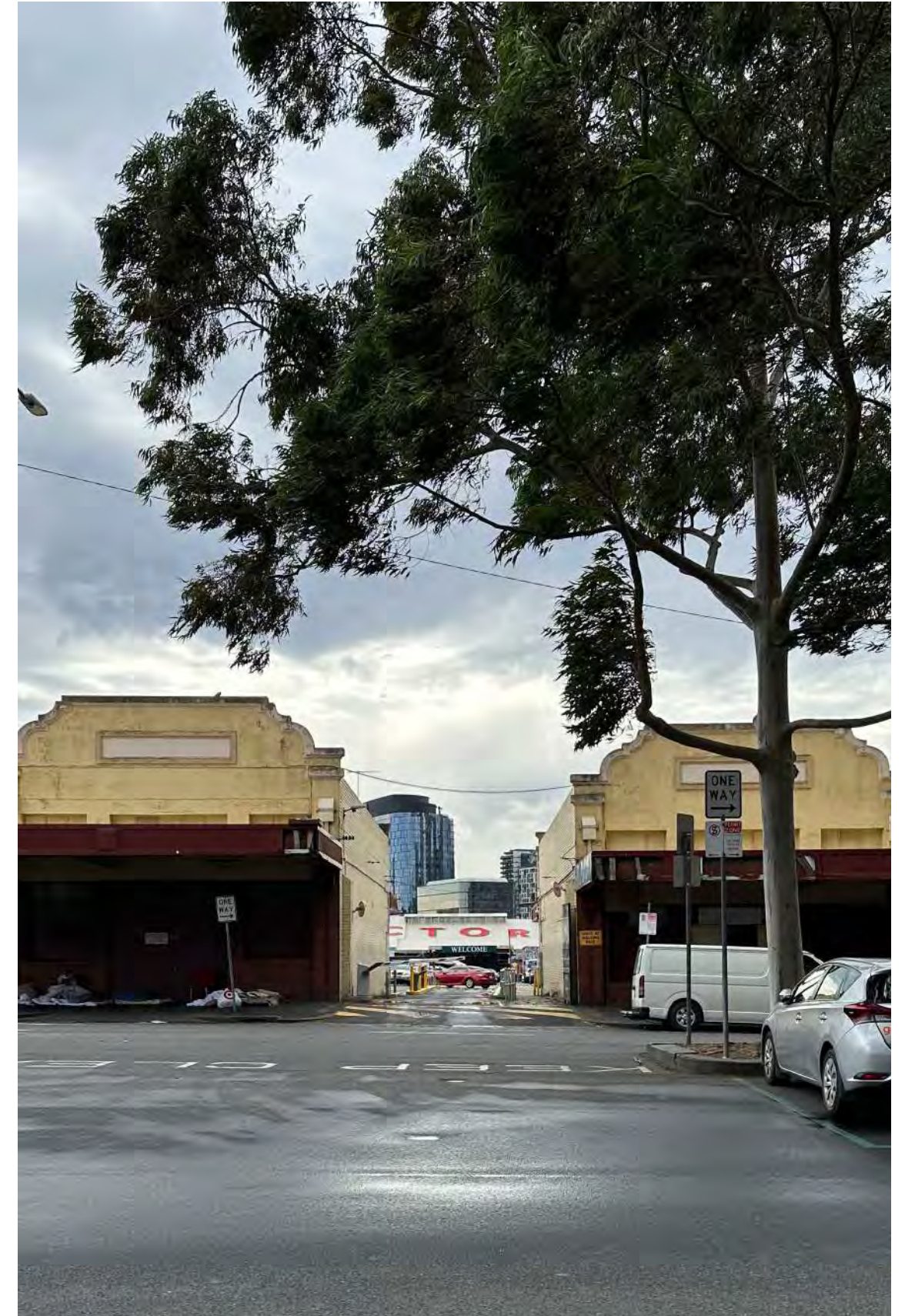
The subject site features an interface to the Queen Victoria Market to the north. The boundary features a section of footpath and handrail barrier to the car park, bicycle parking and a single storey market building. Further north are the market sheds and Victoria Street on an east-west axis.

References:
1. 2023 Aerial Queen Victoria Market Southern Precinct





Existing Context - QVM Southern Precinct



DPO11 Parcel D looking towards Franklin Street Stores & Queen Vic. Market



DPO11 Parcel D - Site Context (Southern Frontage) : From 214 - 229 Franklin Street



DPO11 Parcel D - Site Context (Southern Frontage) : From 263 - 275 Franklin Street



DPO11 Parcel D - Site Context (Southern Frontage) : From 229 - 263 Franklin Street



DPO11 Proposed Public Open Space towards Franklin Street Stores and DPO11 Parcel D



DPO11 Proposed Public Open Space



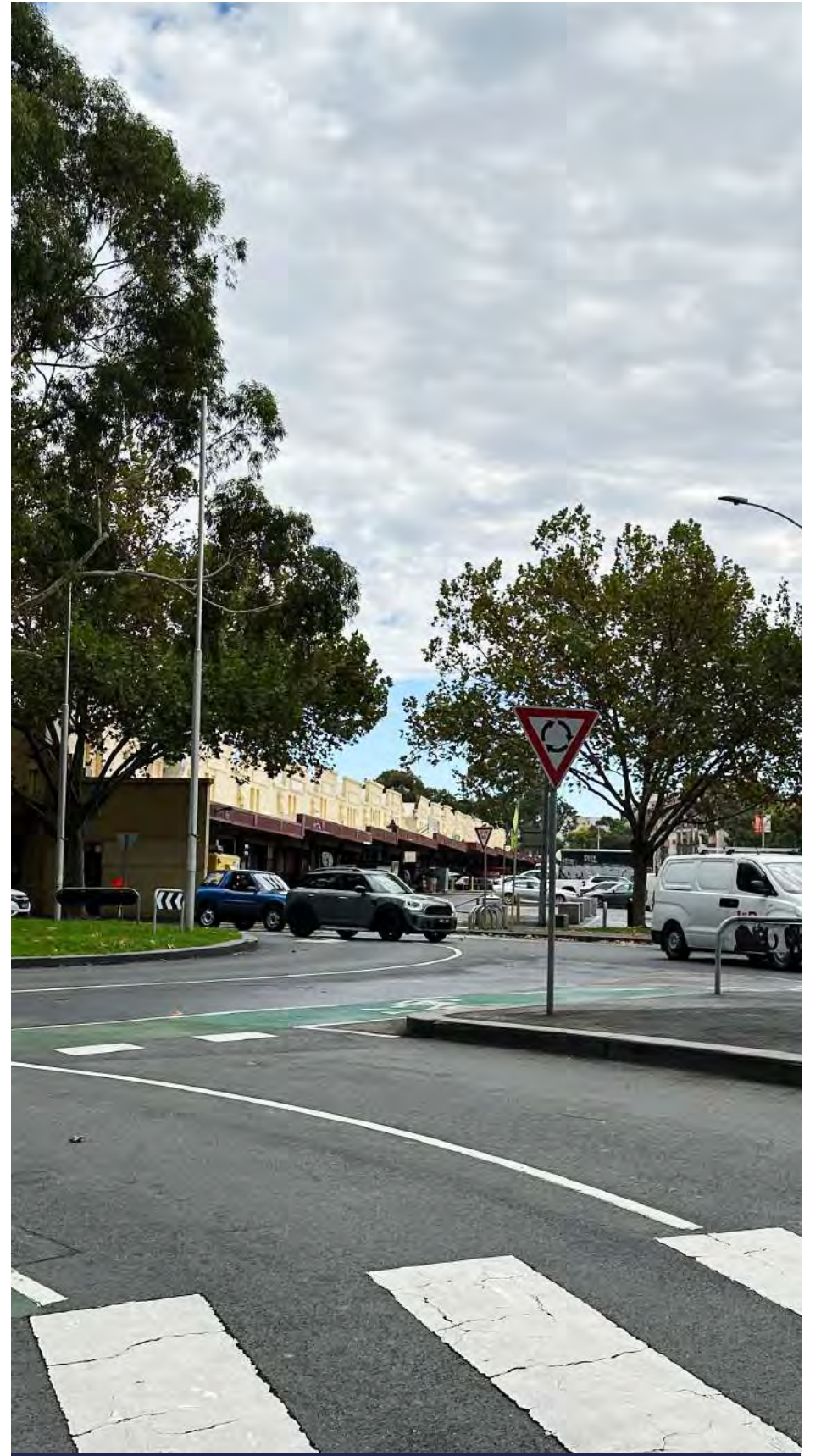
DPO11 Parcel D (future Tower 3) from Queen Street



DPO11 Parcel D (future Tower 1) from Franklin Street



DPO11 Parcel D (future Tower 2) from Franklin Street



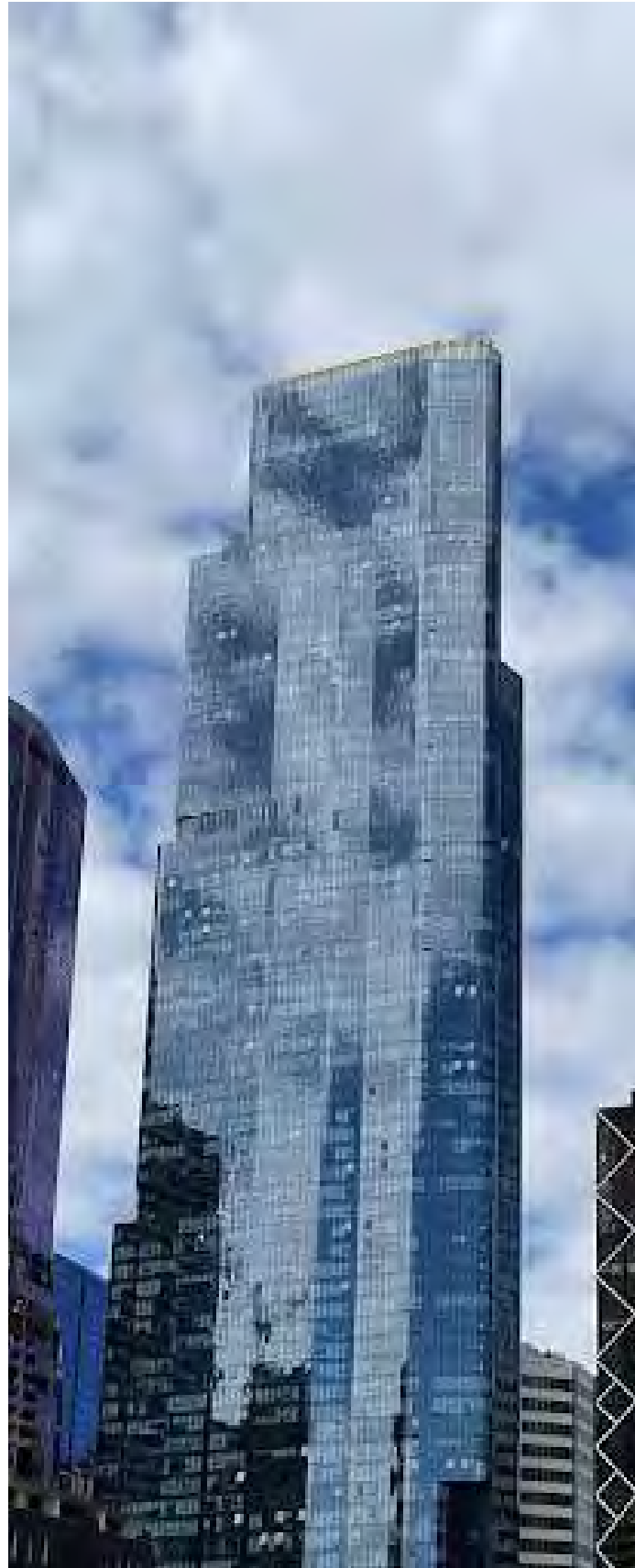
DPO11 Shared Zone



From Peel Street towards William Street



DPO11 Parcel C (future Queens Corner Building) from Queen Street



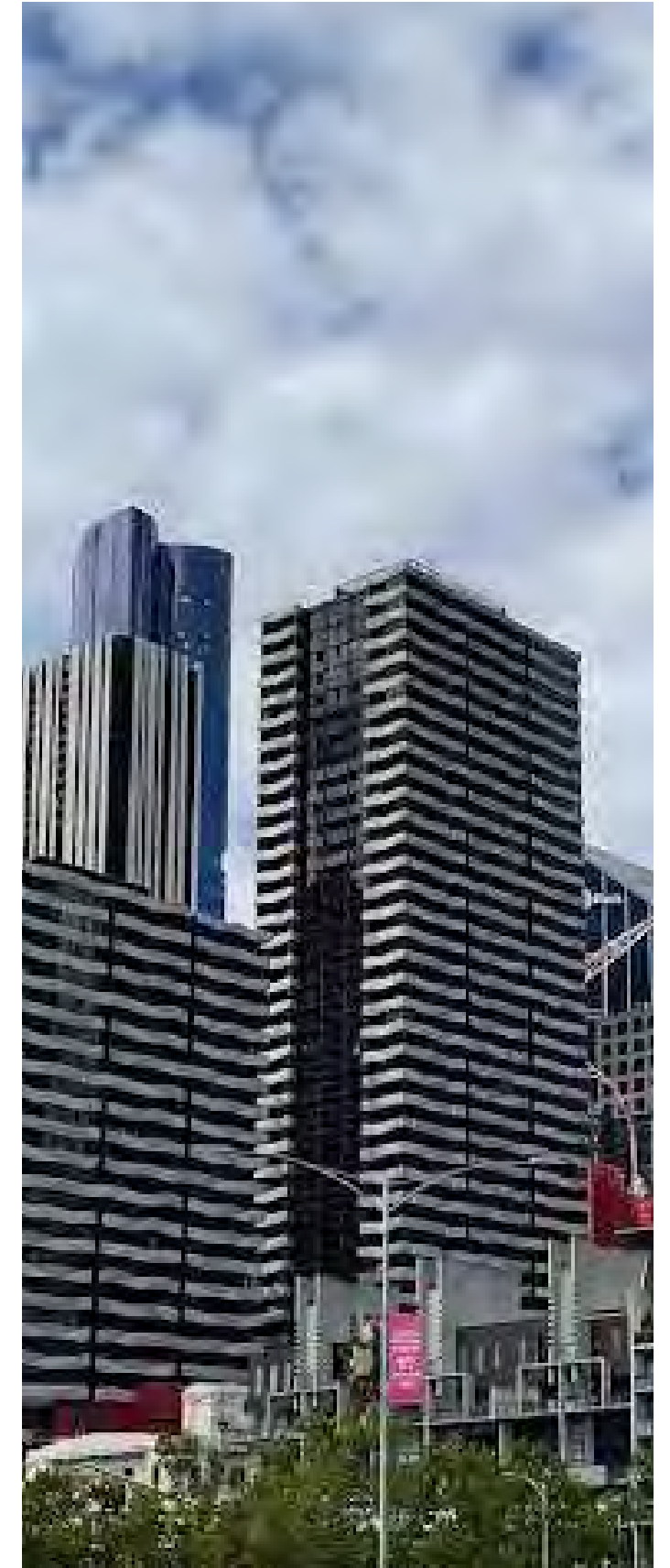
Queens Place / COX



EQ Tower / Elenberg Fraser



Munro Site / Bates Smart



Fulton Lane / Fender Katsilidis



Looking at Future Public Open Space from William/Peel Street

1.2.7 Landscape Analysis and Context

The project site is on the unceded lands of the Wurundjeri people of the Eastern Kulin Nation. The historical development of the site has dramatically altered the landscape from what was Plains Grassland/ Plains Grassland Mosaic to now a highly urbanised environment, characterised by the Queen Victoria Market and associated car park.

The Development Site is flanked by Flagstaff Gardens, a historic and horticulturally diverse park which offers passive and active recreation opportunities to the community.

The existing development site is majority hard-paved and slopes to the west with an approximately 4.5 metres fall from Peel to Queen Street. Mature trees, both native and exotic, planted in rows on the eastern, southern and western edges of the site. These trees provide canopy coverage, but to a very limited proportion the site. A small amount of lawn is present on site, with no areas of planting.



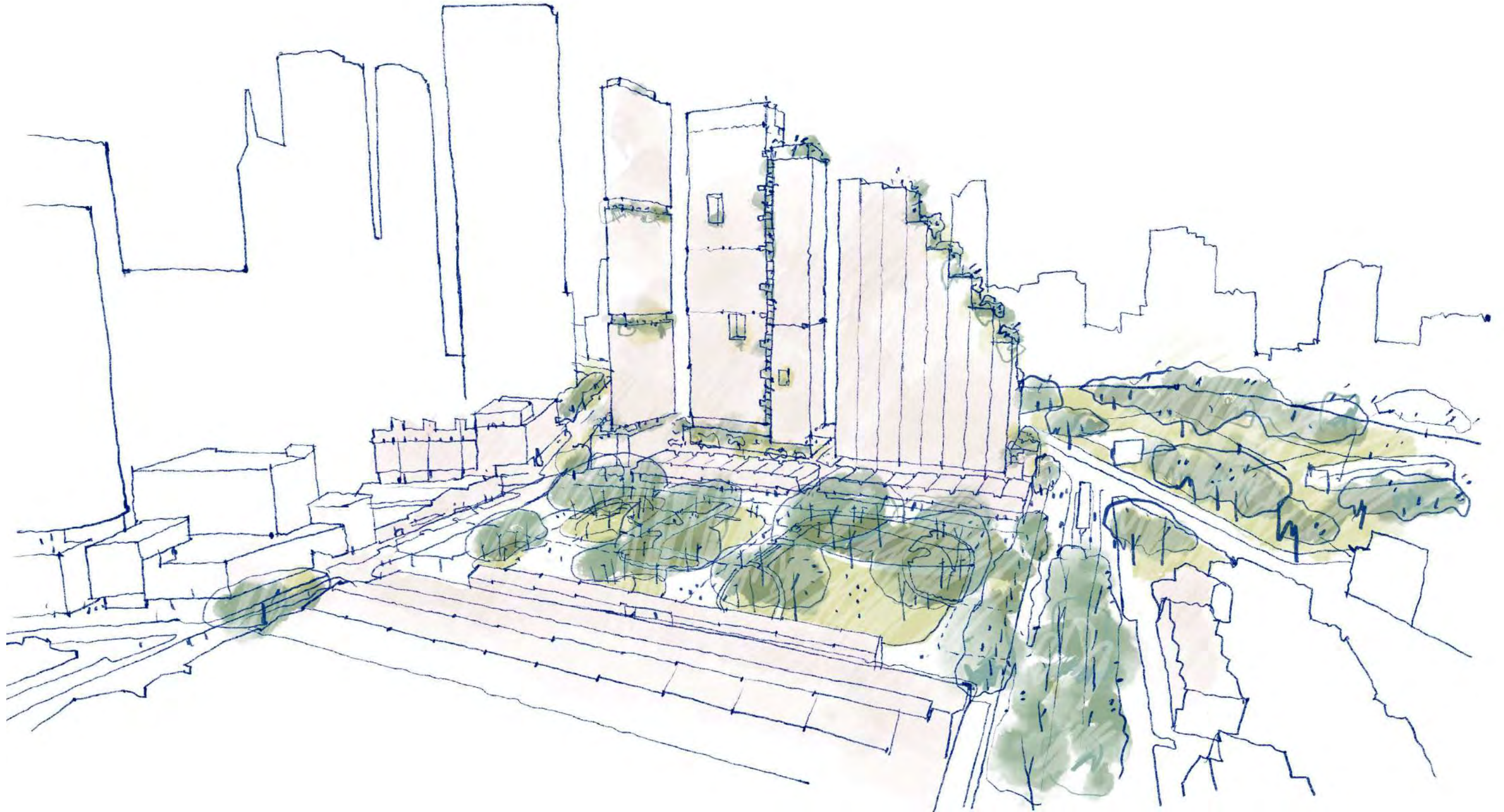
- References:
- 2023 Aerial Melbourne CBD
 - 1930 Aerial View of Queen Victoria Market

Legend

- QVM Southern Precinct boundary
 - Market Square boundary
 - 1m contours
 - - - Underground train line
 - Tram line
 - Public greenspace
- Pre-Colonial Ecological Vegetation Classes (EVC)**
- Creekline Grassy Woodland
 - Escarpment Shrubland
 - Grassy Woodland
 - Plains Grassland / Plains Grassland Mosaic
 - Plains Grassy Woodland







Imagery shown for illustrative purposes only.

1.3 Development Plan Vision

1.3.1 Development Vision

The redevelopment of the Queen Victoria Market (QVM) southern precinct will be underpinned by a vision that is fitting of the unique and once in a generation opportunity. The vision will curate Melbourne’s new story, delivering a heart of economic, social and cultural exchange, through a plan informed by conversations and collaboration with the Wurundjeri Woi-wurrung People.

World famous for its culture and laneways, Melbourne’s cosmopolitan atmosphere and quality of life is world envied and underpinned by our city’s rich intercultural diversity. The QVM southern precinct redevelopment will be a big part of Melbourne’s new expression.

Drawing inspiration from renowned public spaces across the world, and embodying Melbourne’s unique character, the redeveloped QVM southern precinct will be:

- The people’s place, with 24/7 public access and hosting of free activities and events.
- Beyond reconciliation, empowering First Nations.
- Rich in biodiversity, creating unique habitats explored through research.
- Regenerative, modelling the feasibility of circular economy and zero carbon initiatives.
- Dynamic, providing new discoveries and experiences.
- Welcome to everyone, inclusive and accessible.

The proposed development has been designed in alignment with the vision set out at Clause 3 of Schedule 11 to the Development Plan Overlay that affects the site, including:

- Development contributing to the Melbourne CBD’s distinctive character by reinforcing the distinction between the Hoddle Grid and Queen Victoria Market.
- Development preserving and enhancing the heritage significance of the Queen Victoria Market.
- Development configured and designed to ensure appropriate solar access and protection from adverse wind impacts to public open spaces.
- Development respecting the future development potential of adjacent sites.
- Development achieving a high standard of architectural quality and providing high amenity levels for building occupants.

- DPO11 Parcel C will be a new building that will help to activate the new open space and provide a home for visitor services. The building will be of a modest scale and form, be transparent, be of an excellent standard of design and be sympathetic to its setting. The building will also engage with Queen Street and provide activation of all public interfaces.
- DPO11 Parcel D will be a mixed use development incorporating the Market’s old Franklin Street Stores. It will have active street frontages to all streets and new public pedestrian links through the precinct.

Curating place goes beyond excellence in physical design. It has evolved to encompass the considered selection and organising of elements to create memorable experiences that reference heritage, context and meaningful narrative.

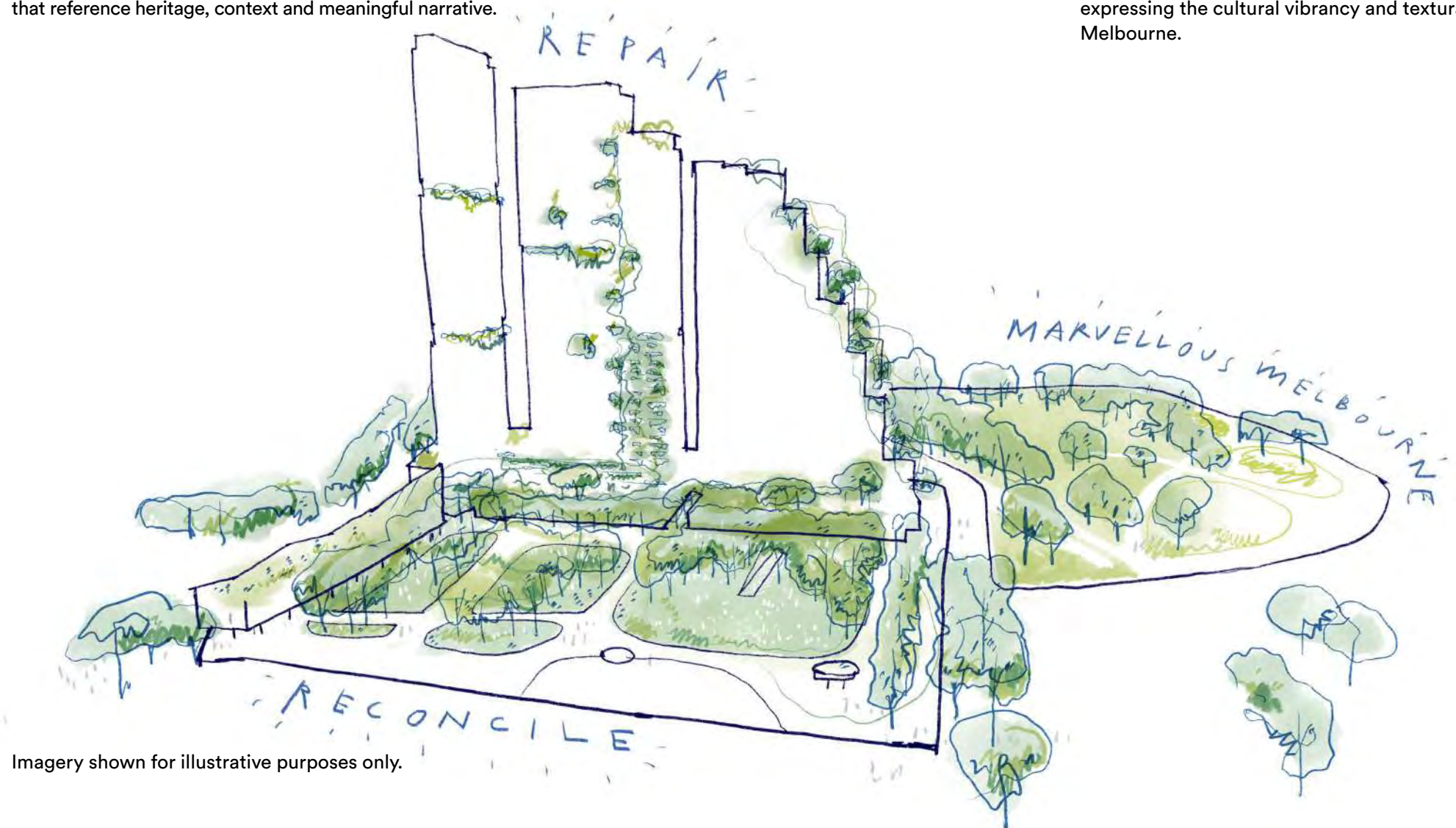
The Development Plan reflects a vision to embed the following placemaking pillars:

- Intercultural Celebration & Empowerment
- The Stepping Stones for a Climate Responsive City and Biodiverse City
- Nurturing Cultural & Educational Exchange
- Where Melbourne’s New Stores Thrive
- Restorative, Regenerative & Resilient
- Elevating Melbourne’s Sense of Discovery & Delight

Lendlease has collaborated with the Wurundjeri Woi-wurrung people to instil the First Nations stories of the land into places of belonging. The collaboration will continue to take positive steps to repair the traditional landscape, respect the history of the site, and contribute to Melbourne being recognised as an Aboriginal City.

The name Gurrowa has been proposed for the project, which is a Wurundjeri Woi-wurrung name meaning a place of exchange and interchange – being reflective of the purpose of the market, the development vision and conversations had.

The new Queen Victoria Market precinct will be globally iconic and locally authentic, serving as Melbourne’s new backyard to play, eat, grow and celebrate while expressing the cultural vibrancy and textural hues of Melbourne.



Imagery shown for illustrative purposes only.

1.3.2 DPO11 Vision for Queen Victoria Market Precinct

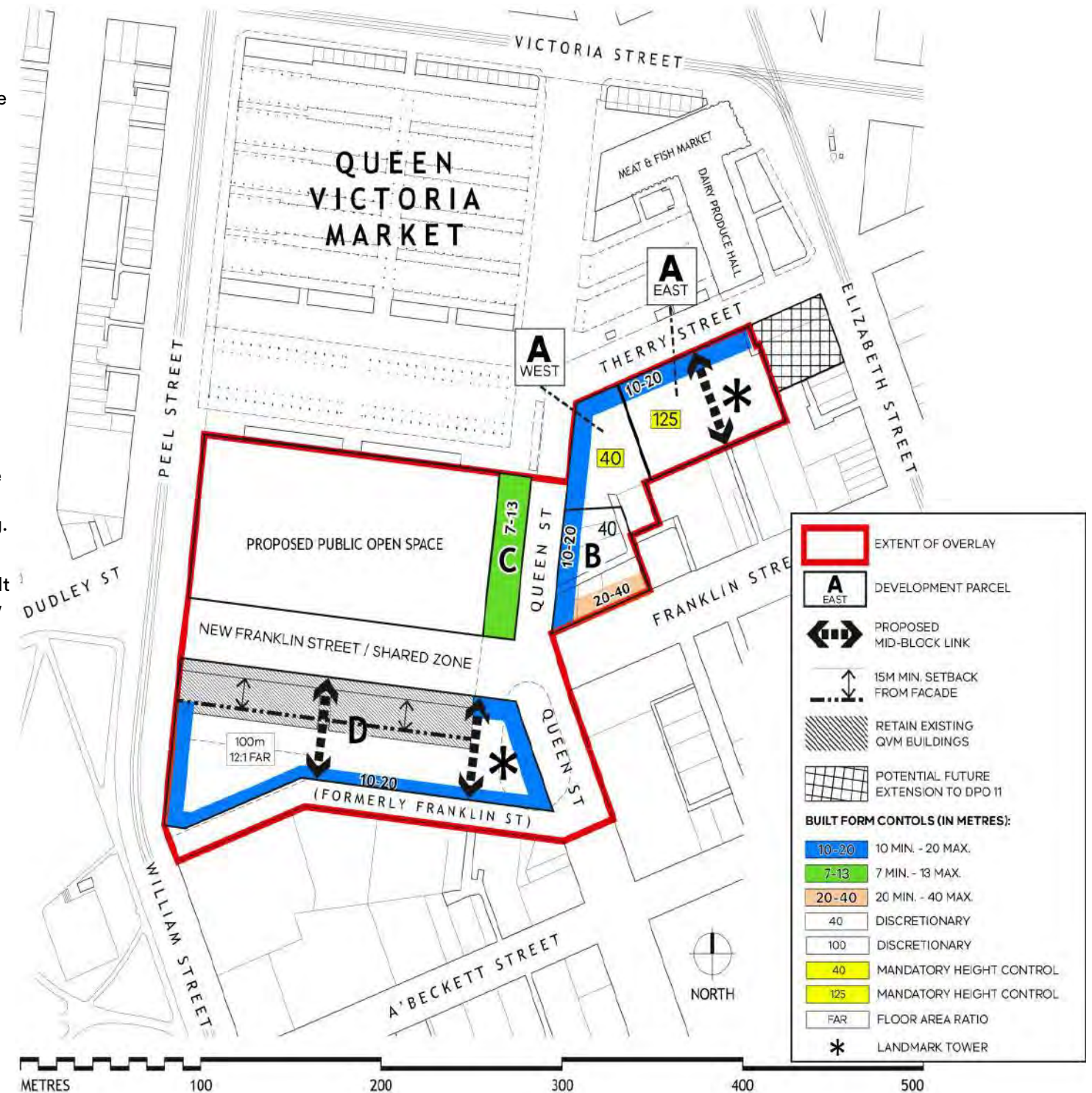
As set out in DPO11, the Development Plan must be generally in accordance with the Queen Victoria Market Precinct Framework Plan 2017 at Figure 1.

The Development Plan must be consistent with the following Vision:

- Development will contribute to the Melbourne CBD's distinctive character by reinforcing the distinction between the Hoddle Grid and Queen Victoria Market.
- Development will preserve and enhance the heritage significance of the Queen Victoria Market.
- Use and development will contribute to safe and activated streets and public spaces via appropriately scaled podiums that incorporate ground floor uses that foster interaction with the street and uses at upper levels that achieve passive surveillance of public spaces. Use and development defines and activates the Queen Victoria Market's edge as a special place that does not overwhelm the public domain and does not adversely affect its heritage significance.
- Development will be configured and designed to ensure that appropriate solar access to the proposed public open space shown on Figure 1 and Flagstaff Gardens is provided.
- Development will be configured and designed to minimise the negative amenity impacts of shadows on Flagstaff Gardens. Development will provide for public spaces that are protected from adverse wind impacts so they are comfortable to use for outdoor cafes and walking.
- Development will respect the future development potential of adjacent sites including access, privacy, sunlight, daylight and an outlook from habitable interiors and allow for an equitable spread of development potential on these sites.
- Development will achieve a high standard of architectural quality and provide a high level of

amenity for building occupants.

- All existing 720 car parking spaces associated with the Queen Victoria Market will be relocated within Parcel A or Parcel D as shown on Figure 1 or within the Queen Victoria Market Precinct area and maintained to service the ongoing viability of the Queen Victoria Market.
- Parcel A will be a new mixed use development complementing the Queen Victoria Market and proposed public open space. This parcel will accommodate fine grain retail, hospitality and community uses, commercial and residential apartments.
- Parcel B will provide a moderating transition to the proposed public open space shown on Figure 1.
- Parcel C will be a new building that will help to activate the new open space, and provide a home for visitor services. The building will be of a modest scale and form, be transparent, be of an excellent standard of design excellence and be sympathetic to its setting.
- Parcel D will be a mixed use development incorporating the Market's old Franklin Street stores. It will have active street frontages to all streets and new public pedestrian links through the block.
- Proposals on land owned or controlled by the City of Melbourne, will give consideration to incorporating affordable housing.



Reference:
Figure 1: Queen Victoria Market Precinct Framework Plan 2017 from Schedule 11 to Clause 43.04 Development Plan Overlay

1.3.3 Land Use and Floor Area Ratio

Use

A vibrant mixed-use area is envisaged in this portion of the city comprised of a range of uses as of right within the Capital City Zone, with preferred indicative land uses including (but not limited to):

Development Component	Indicative Proposed Land Uses
Tower 1 (T1)	Commercial Office And Retail
Tower 2 (T2)	Dwellings
Tower 3 (T3)	Student accommodation (residential building)
Queens Corner Building (QCB)	Civic, place of assembly and office based uses
Franklin Street Stores (FSS)	Retail and food/beverage uses
Ground level to all buildings	May include lobby spaces, retail, food and drink, amenity spaces

The diverse mix of uses will enhance not only this area of the city but also contribute to the vibrancy of the QVM market.

Development Summary and Floor Area Ratio

Below is a summary of key aspects of the development parameters achievable under this Development Plan framework, noting that separate planning applications will be required for the more detailed aspects of the redevelopment.

Development Summary Table

Design Component	Proposed
Site Area	<p>3.27 ha (36,701sqm) including:</p> <ul style="list-style-type: none"> 2,341sqm for DPO11 Parcel C 11,890sqm (1.189ha) for DPO11 Parcel D 22,470sqm (based on title area of 23,570sqm minus 1,100sqm) <ul style="list-style-type: none"> Includes 1.8ha Public Open Space (Market Square/Shared zone)

Notes:

*In calculating Floor Area Ratio, DPO11 definition has been used, noting GFA areas that are public realm at ground level and not enclosed have been excluded from GFA as they are outside of the building envelope.

**Total building height excluding non-habitable architectural features not more than 3.0 metres in height and building services setback at least 3.0 metres behind the tower façade.

Design Component	Proposed
Floor Area Ratio (FAR)	<p>13.45 :1 *</p> <ul style="list-style-type: none"> 11,892 sqm development area for DPO11 Parcel D (comprising T1-T3 and FSS)
Gross Floor Area (GFA) (Above Ground)	<ul style="list-style-type: none"> Tower 1: 57,757 sqm Tower 2: 55,911 sqm Tower 3: 43,072 sqm Franklin Street Stores: 3,208 sqm Indicative GFA of 159,948 sqm for DPO11 Parcel D
Proposed Height	<ul style="list-style-type: none"> Tower 1 maximum occupiable floor height: 112m Tower 1 maximum building height including non-occupiable plant levels: 125m** Tower 2 maximum occupiable floor heights: 141m – 154m Tower 2 maximum building heights including non-occupiable plant levels: 142m** – 162m** Tower 3 maximum building height excluding building services setback at least 3m: 176m** Queens Corner Building: 13m
Maximum podium height	<ul style="list-style-type: none"> 20 metres
Minimum Tower Setbacks (Measured To The Front Of The Podium)	<ul style="list-style-type: none"> 6 metres to Franklin Street podium 20 metres minimum to northern facade of Franklin Street Stores 10 metres to Queen Street podium 10 metres – 17.1 metres to William Street podium 6 metres for Tower 3 to northern boundary (facing proposed shared path)
Minimum Tower Separation	<ul style="list-style-type: none"> Tower 1 to Tower 2: 11.5 metres - 12.5 metres Tower 2 to Tower 3: 17.5 metres - 19.5 metres
Public Open Space (Market Square)	<ul style="list-style-type: none"> 1.8ha public open space, comprising: <ul style="list-style-type: none"> Shared zone: approximately 2,200sqm Open space: approximately 15,800sqm

1.3.4 Development Principles

Sustainability - Our Sustainability Vision

Twenty Forty Now.

Climate-positive, nature-connected, community focused and resource-responsible, this project will be a new benchmark and precedent - to learn from and build upon - for tall buildings in Australia, demonstrating real urgency in the face of the “climate emergency”.

To achieve this vision the project will capture the following sustainability initiatives:

Resources & Materials

Water

- Create a water smart precinct that maximises rainwater re-use through optimised storage capacity.

Waste

- Embrace a holistic view on waste, from designing out waste to exploration of processing of organics in operation.
- A focus on waste minimisation in construction including alternative and reduced packaging of building materials, consideration of modular and prefabricated construction, utilising greater waste separation, enable take back and reuse schemes.

Materials

- Incorporate a palette of locally and sustainably sourced materials. Use of materials that minimise waste, are safe, with circular economy principles, Environmental Product Declarations and low embodied carbon.

Economic Prosperity

- Create partnerships with trusted community-based organisations and peak agencies committed to building socio-economic opportunity and resilience.

Climate Action

- Reduce embodied and operational energy use in the first instance and then maximise use of renewable energy both on and off site.
- Explore high performance facades with appropriate shading, high performance glazing, thermal insulation, thermal breaks and optimised building air tightness to lower the energy requirements across the precinct.
- Include renewable energy via photovoltaics (PV) panels on roofs, with further exploration of other applications.
- Encourage cycling by providing conveniently located bicycle parking and end-of-trip facilities for workplaces.
- Create a climate resilient precinct, designing for the future safety and longevity of the project.

Community Inclusion

- Our vision for reconciliation is to create a place of cultural safety and wellbeing for Victorian Aboriginal and Torres Strait Islanders. From day one, Lendlease have worked directly with the Wurundjeri elders and community. The deep and early collaborative process has enabled the Wurundjeri to have meaningful influence over our approach and design. Our strong and enduring partnership will continue throughout the development and beyond.
- Deliver programs and initiatives that will foster collaborative, engagement, teaching and learning opportunities.

Nature

- Create a green precinct that connects the new Market Square and Flagstaff Gardens with biodiversity rich habitats.
- Explore greening to facades and exteriors, that support biodiverse ecosystems, indigenous planting, the creation of biodiversity corridors, and reduce heat island effect.
- Use City of Melbourne’s Green Factor Tool and the City of Melbourne’s preferred species list as integral tools during design and construction.

Wellbeing

- Design, build and operate with a focus on health, wellbeing and safety.

Innovation

- Explore pilot projects to test sustainable innovations and provide a pathway for their implementation beyond the project.
- Explore establishment of a Social Enterprise Village, to build the exposure, capability, and capacity of social benefit organisations.
- Explore biodiversity research opportunities.
- Explore opportunities for Building 4.0 CRC research collaboration, with a focus on sustainability.
- Explore opportunities for applied research for new and emerging sustainable materials.

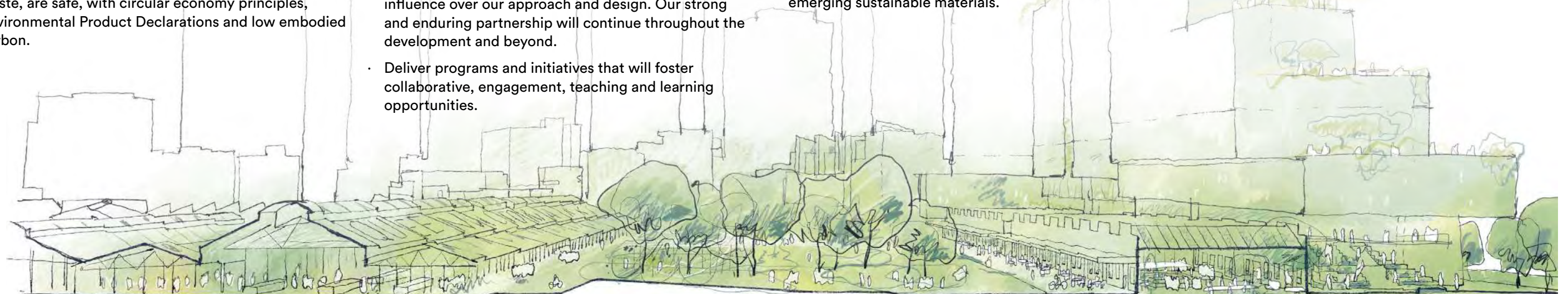
Environmental Sustainability

The development will be designed to be consistent with the objectives set out below and work towards best practice outcomes within the following recognised rating schemes:

1. Green Star Buildings v1 Rev B
2. The Site will be enabled for a Green Star Communities Certification
3. Commercial Office (T1) to achieve WELL v2 Core Gold certification.
4. PCA Grade A v3 (2019);
5. Commercial Office (T1) to achieve 5 star NABERS Energy with exploration to achieve 5.5 stars
6. Commercial Office (T1) to achieve 4 star NABERS Water
7. Climate Active Carbon Neutral Precinct certification.
8. Residential Building (T2) to achieve 8 Star NatHERS rating (average across dwellings, with a minimum dwelling with a minimum 7 star NatHERS per dwelling).

Permit applications should include a report addressing these requirements. Refer to Volume 3: Sustainability Strategy Development Plan prepared by WSP for further details.

Refer to Volume 3: Sustainability Strategy Development Plan prepared by WSP for further details.



Imagery shown for illustrative purposes only.



Image: Queen Victoria Market, Melbourne, Australia

1.3.5 Public Benefit

As part of the QVM Precinct Renewal Program, the QVM southern development aims to improve the precinct's functionality and accessibility while preserving the heritage of the site. The development plan offers improved connections through the public realm, providing linkage to the historical Market and introducing further street level activation. In part of revitalizing the precinct, there will be a substantial reinvestment in the community. The public benefits will either be delivered by the City of Melbourne and/or their development partner Lendlease Development. In some instances, the overall project provides the funding to realise the public benefits, and these are indicated as follows:

Market Square

1.8ha new public square on the former on-grade public car park with reverence displayed for the former cemetery. The Park will be owned and managed by the City of Melbourne.

Queens Corner Building

New purpose-built civic building incorporating public amenities, visitor centre, storage for market square, and civic uses.

Dedicated Affordable Housing

Development will provide affordable housing as part of the mixed use and mixed tenure Southern Development Site within the Queen Victoria Market Southern Precinct Development | Gurrowa Place.

As part of this commitment, the developer and operator of Tower 2 will:

- Provide Affordable Rental Housing in a prime location within Melbourne's Central Business District, offering significant surrounding amenity such as the Queen Victoria Market, direct access to public transportation, in a world class setting.
- Commit to a minimum 15% provision of Affordable Housing in Tower 2 as 15% of net area of Tower 2. Should a permit application be lodged for Tower 1 or Tower 3 for use as dwelling, then these buildings should also provide a minimum 15% of net area as Affordable Housing.
- Ensure Affordable Housing delivered will be defined per the definition of 'Affordable Housing' pursuant to Section 3(AA) of the Act, which states:
- 'Affordable housing is housing, including social housing, that is appropriate for the housing needs of any of the following—
 - (a) very low income households
 - (b) low income households;
 - (c) moderate income households'

- The QVM project will deliver **Affordable Rental Housing**, which means the Dwellings that are affordable housing pursuant to section 3AA of the PE Act and being housing owned, controlled or tenant selection process managed by a participating Registered Agency and made available for lease to persons who are Eligible Tenants.

QVM Public Car Park and Trader Van parking

200 public car spaces and 20 trader van spaces within a commercial car parking space in the basement of the Southern Development Site, to enable the realisation of Market Square and respond to trader requirements. A further 80 spaces are provided for weekend parking. The carpark will be owned and managed by the City of Melbourne.

Franklin Street Stores Restoration

Restoration and activation of the historic Franklin Street Stores as a retail destination, as a cold shell fit out.

QVM Infrastructure Project

Funding from the redevelopment project will enable the QVM Infrastructure Project, a new purpose-built facility including loading docks; climate-controlled trader storage; improved waste and recycling facilities; dedicated trader toilets, showers and lunchrooms; and new customer toilets, family room and accessible toilet. A new Northern Shed basement in Queen Street providing centralised waste and recycling facilities for the entire Market, including organic waste, and segregated loading facilities in Queen Street.

QVM Infrastructure Project to be delivered by City of Melbourne and outside of this Development Plan. The project will be partly funded by this proposed development

Public Open Space Contribution

A public open space value contribution in addition to the provision of Market Square.

Ground Plane and Street Upgrades

Refreshing the precinct are street works and upgrades, to be carried out by City of Melbourne.

As part of the project a range of public realm benefits will be delivered including:

- At the Southern Development Site, the developer will provide a continuous laneway connection, in order to provide connections through from the realigned Franklin Street in the south, through to the new public open space and Queen Victoria Market. These spaces will be inviting and animated.
- The City of Melbourne will upgrade Queen Street and Franklin Street South to provide an enhanced and connected pedestrian experience.

Social & Environmental Commitments

Our approach to social impact includes targeted strategies which have been designed to address local needs and initiatives while reflecting our ambition to make a positive impact on people's lives. They consider opportunities for inclusive and diverse workforce participation via employment programs and workforce commitments to provide opportunities for apprentices, trainees, First Nations people, disadvantaged people and women in construction. The development will target social procurement opportunities for social enterprises, disability enterprises and First Nations businesses. Creation of partnerships with community-based organisations will aid delivery of programs and initiatives that foster collaborative engagement, teaching and learning opportunities.

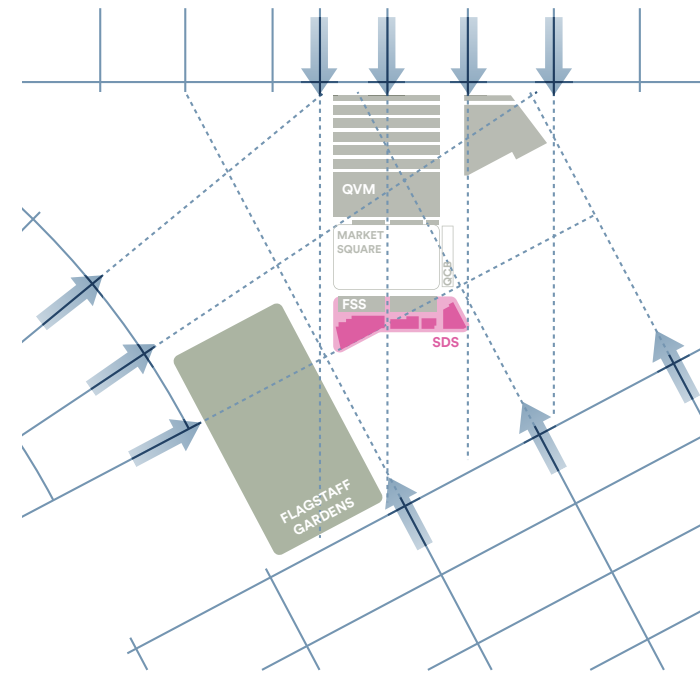
Our environmental sustainability aspirations reflect our ambitions to build a resilient and thriving community while being climate-positive, nature-connected and resource-responsible. Our targets include 100% renewables in operation, ~20% reduction in embodied carbon, Green Star 6 star office and 5 star residential, and use of the City of Melbourne's Green Factor Tool. The all-electric precinct aims to maximise use of renewable energy and on-site renewables, maximise rainwater re-use and use sustainably sourced materials that minimise waste. The development aims to create biodiversity rich habitats and incorporate indigenous planting, as well as explore pilot projects to test sustainable innovations and undertake biodiversity research.

1.3.6 Parcel D Southern Development Site

Design Principles

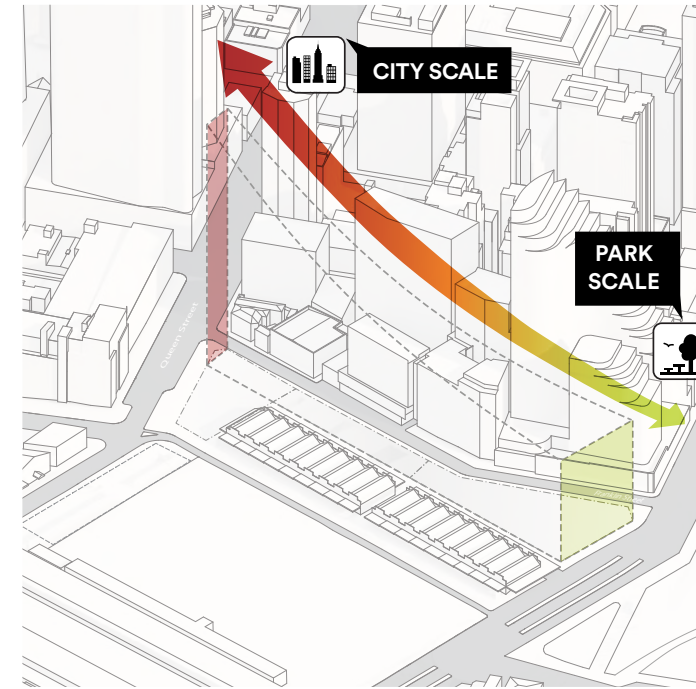
Design Principles

Development should be consistent with the Vision for Queen Victoria Market set out at Clause 3.0 of DPO11. The following design principles have been prepared to further guide future planning permit applications.



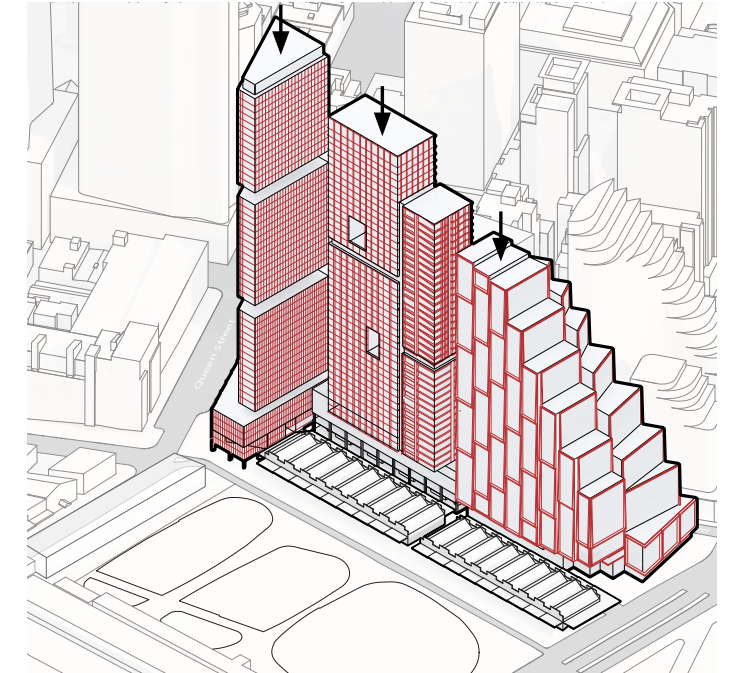
Design Principle 1

Reinforce the distinctive relationship of the site's location where the Hoddle Street Grid, the Queen Victoria Market and the Franklin Street Stores intersect.



Design Principle 2

The built form should step up in height from west to east, from the low point at Flagstaff Gardens through to a high point, landmark building at the corner of Queen and Franklin Street. The heights should be differentiated between the towers incorporate soft landscape through the towers, as well as at the ground plane.



Design Principle 3

To ensure the towers do not appear as a continuous wall when viewed from the surrounding streets and public realm, buildings must be designed with differentiation of design expression, diversification of the façade between towers, and implement strategies to provide layering, articulation and depth to facades, such as variation in façade framing, façade techniques to break up the massing and façade projections to all tower elevations.

Each tower's identity should be read in the round, to ensure there is no front and back reading, demonstrating this identity from different vantage points.

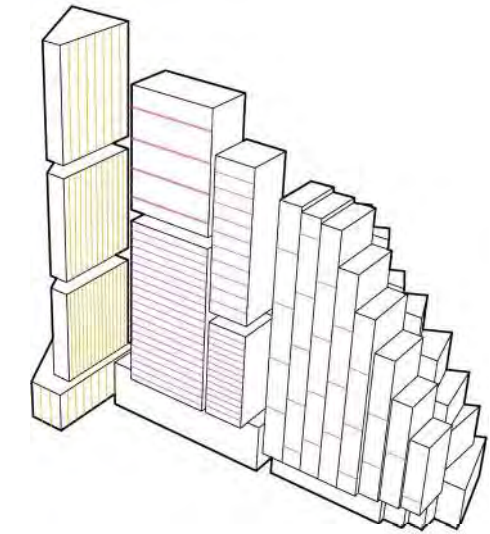
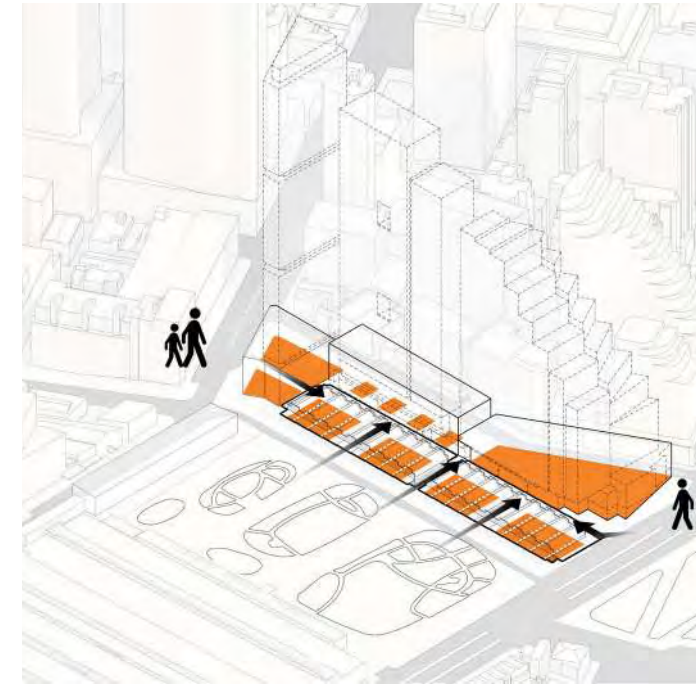
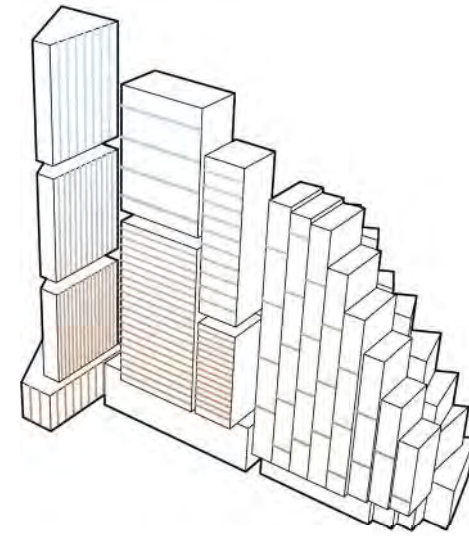
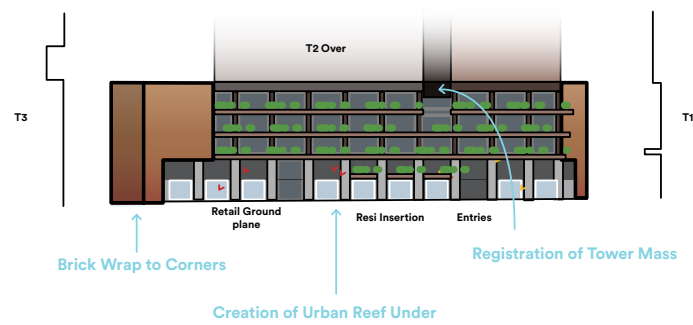
Design Principle 4

Provide diversity of façade and architectural language between Towers 1, 2 and 3, while including unifying elements. Diversity of design and architectural practices are required to bring a different design hand to the building language.

Imagery shown for illustrative purposes only to demonstrate design principles.

1.3.6 Parcel D Southern Development Site

Design Principles



Design Principle 5

Deliver high quality materials to facades and finishes, which include textured, robust and finely detailed materials at podium level. Use of brick, masonry, metal and other solid materials should be used to bring the building to ground.

Design Principle 6

The colour palette of materials and finishes should explore the elements of earth and sky, with generally a gradient of colours that have richer tones from east, becoming lighter towards the west, and darker colours towards the base of buildings .

Design Principle 7

Lower podium forms should contribute to and activate the streets and support new pedestrian links. Podium forms should enable pedestrian interaction, activation and contribute to the broader Queen Victoria Market Precinct .

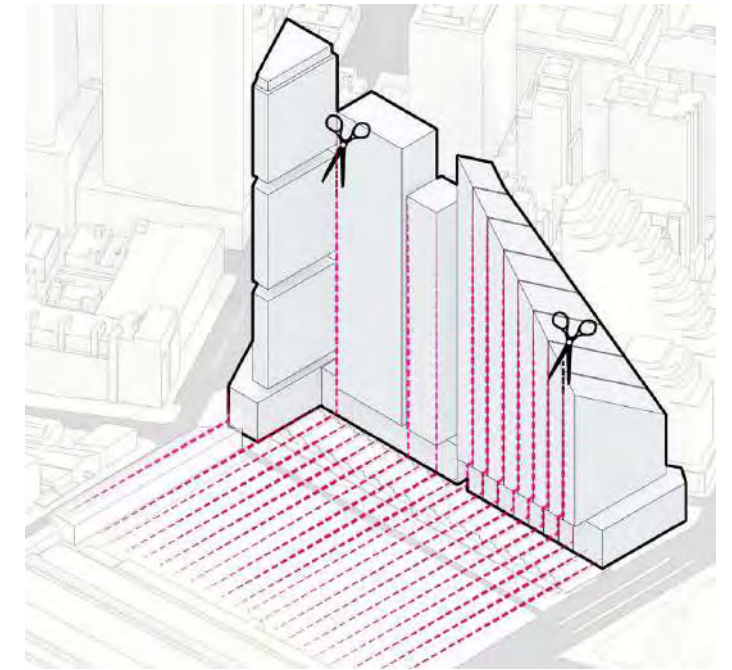
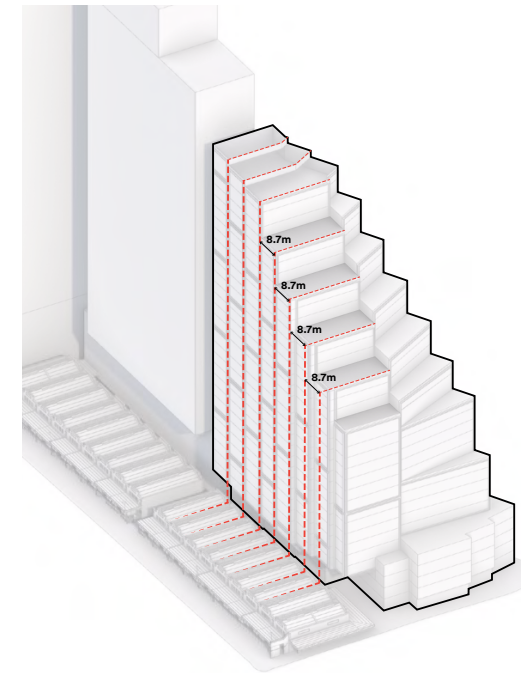
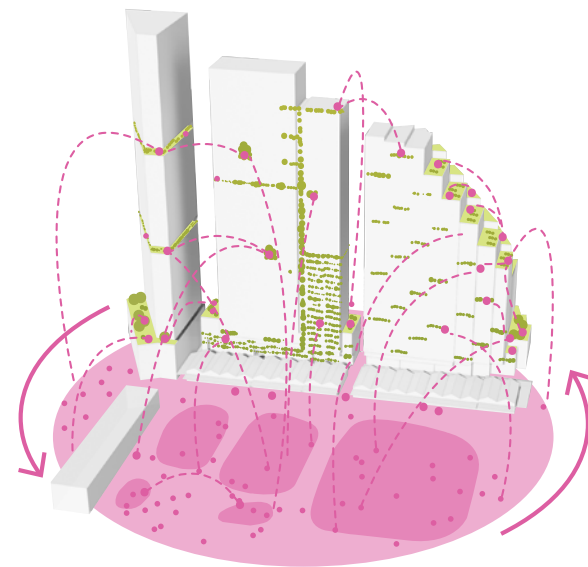
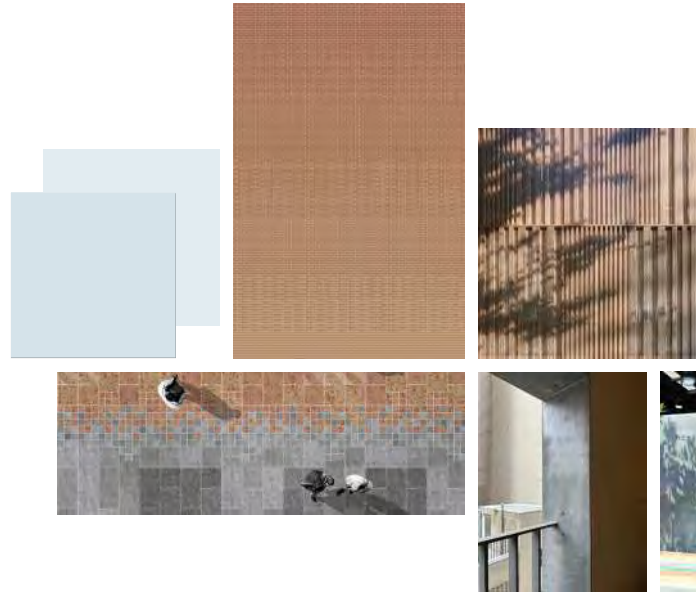
Design Principle 8

Materials, finished and cladding should avoid glare, with a glazing reflectivity a maximum of 15%.

Imagery shown for illustrative purposes only to demonstrate design principles.

1.3.6 Parcel D Southern Development Site

Design Principles



Design Principle 9

High quality materials, finishes, and detailing should be provided to soffits, including integrated lighting and services. Comprehensive material palettes are to be provided as condition of permit.

Design Principle 10

Services and louvres are integrated into main podium façade design (such as air intake, service cupboards, car park doors) are part of the design approach. Louvres on towers are integrated into overarching architectural design to minimise visual impact to the main tower façade.

Design Principle 11

Provide soft landscaping to towers such as podium balconies, roof terraces, and vertical building breaks, and the west-facing terraces of T1. Landscaping provision is to be low maintenance, with appropriate site-specific plant selection for longevity, and include watering systems that enable their success.

Design Principle 12

For Tower 1, the building should be designed to respond to the following principles:

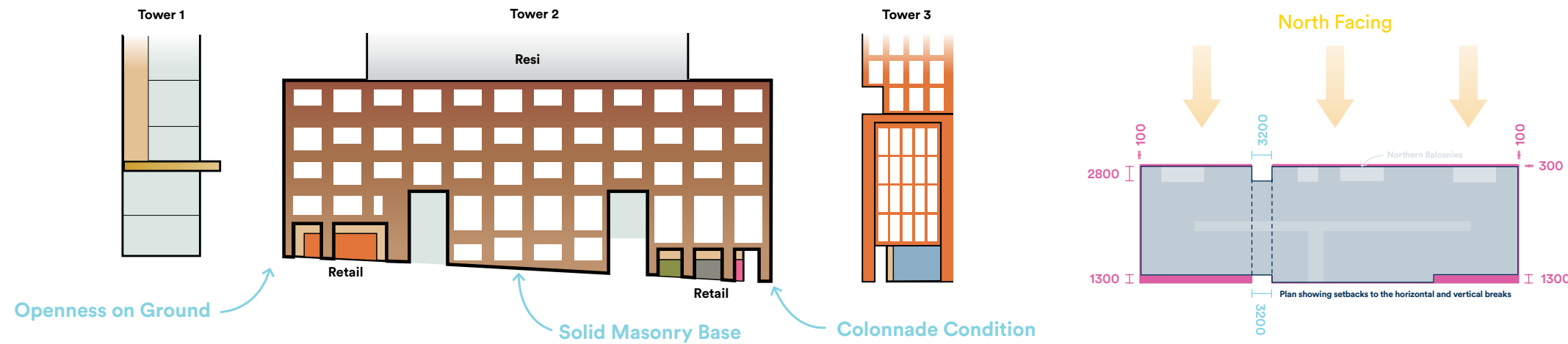
- The west-facing massing should express as a rotating massing, including stepping of the west-facing terraces to create a central vertical zipper, with off-set vertical rectangular framed façade bays.
- The massing of the podium should be eroded in order to provide an appropriate interface to the Franklin Street Stores. The podium should be masonry and create a human scale to the development.
- The rhythm of the façade framing should complement the rhythm and proportions of the Franklin Street Stores.

- Provide a consistent framing element to the north, south and western façades, varying in depth with up to 500mm to the façade to the north / west and 300mm façade frame depth to the south and east.
- The terraces will include landscaping to provide greening of the façade, and reinforce Tower 1's unique relationship to William Street and the Flagstaff Gardens.
- Plant room is to be integrated into the building form.
- Material palette should be muted.

Imagery shown for illustrative purposes only to demonstrate design principles.

1.3.6 Parcel D Southern Development Site

Design Principles



Design Principle 13

For Tower 2, the building should be designed to respond to the following principles:

- A finer grain to the facade framing to reflect its residential character.
- The vertical form of the tower should be broken into two, with height should step down to the west, creating variation in building height and responding to the winter solar protection to Flagstaff Gardens. The plant on taller tower element should be integrated with the building form.
- The facade design should incorporate a range of facade articulation techniques to break down the tower massing. On the north façade, the vertical and horizontal bands should be to a depth as follows:

- One 2,800mm deep vertical recess
 - Two 300mm deep horizontal recesses, with darker glass to emphasise the recess
- On the south façade
- One 1,300mm deep vertical recess
 - Two 1,300mm deep horizontal recesses
 - Clear building openings at the ground level provide a rhythm to the podium, where brick and metal materials ground the building.
 - Landscape should be utilised in key aspects of the façade, including the podium.

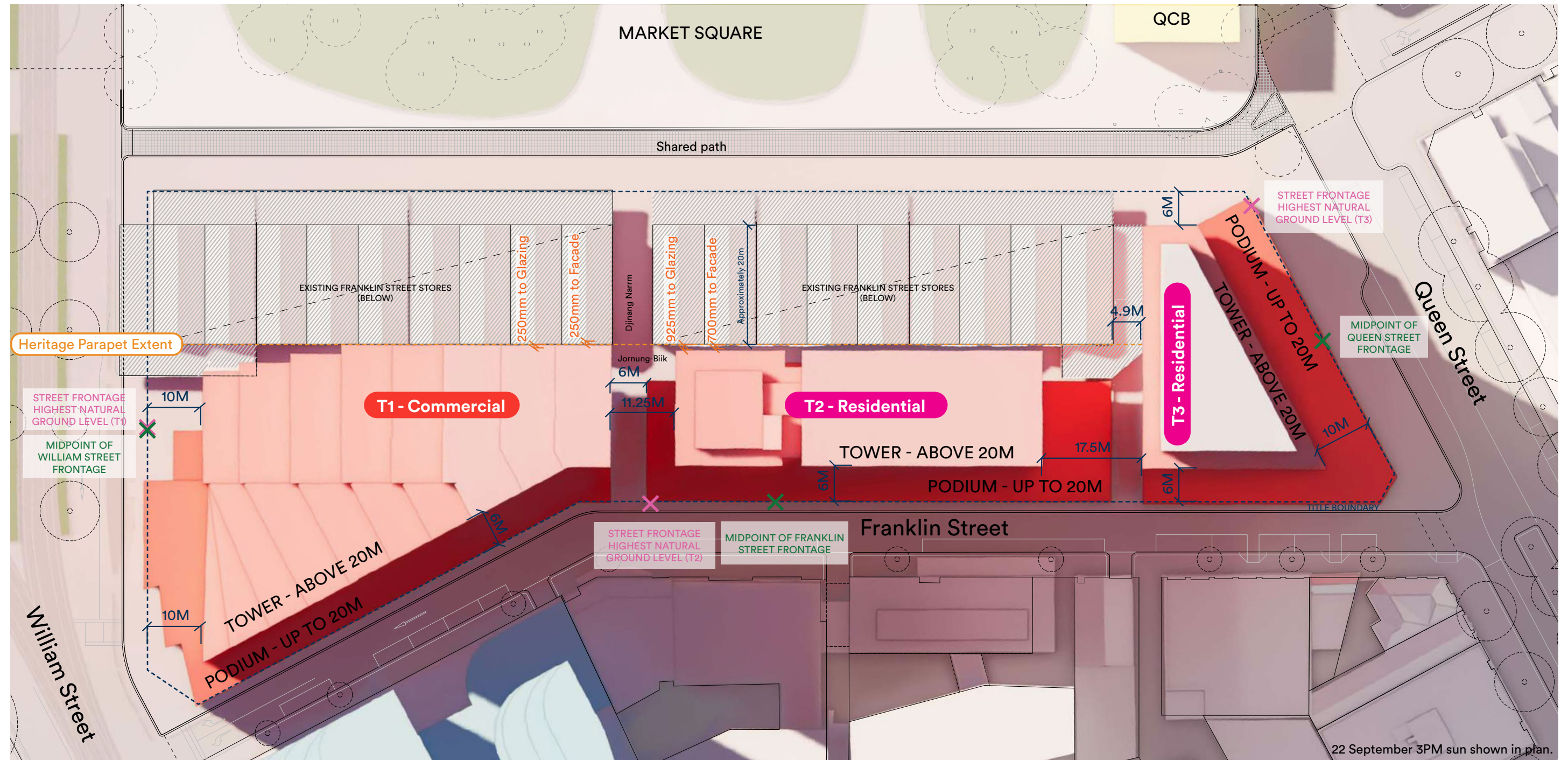
Design Principle 14

For Tower 3, the building should be designed to respond to the following principles:

- A highly textured façade (of up to 600mm depth in façade) should include more solid materials to the base (such as concrete and steel) with lighter weight materials as it extends up the tower.
- The tower should be split into 3 elements, forming a base, middle and top.
- A rich colour palette for the building should respond to the red brick of the Franklin Street Stores, and diminish in shade and hue as the tower raises.

1.3.7 Building Form Requirements

1.3.7.1 Site Layout and Building Envelopes



Total building height means the vertical distance between the footpath or natural surface level at the highest point of the site frontage (for each T1, T2 and T3 lot) and the highest point of the building, with the exception of non-habitable architectural features not more than 3.0 metres in height and building services setback at least 3.0 metres behind the façade.

Podium height means the vertical distance between the footpath or natural surface level at the centre of the street frontage (along William St, Franklin St, and Queen St) and the highest point of the adjacent podium (T1, T2 or T3), with the exception of architectural features and building services.

Minimum tower setback noted measured from glass to glass.

Extent of FSS heritage canopy retained is consistent with the Heritage Permit Application as shown.

1.3.7 Building Form Requirements

1.3.7.1 Site Layout and Building Envelopes - Ground Activation

Central Melbourne Design Guide:

"Provide continuity of ground floor activity along streets and laneways."

Design Requirements

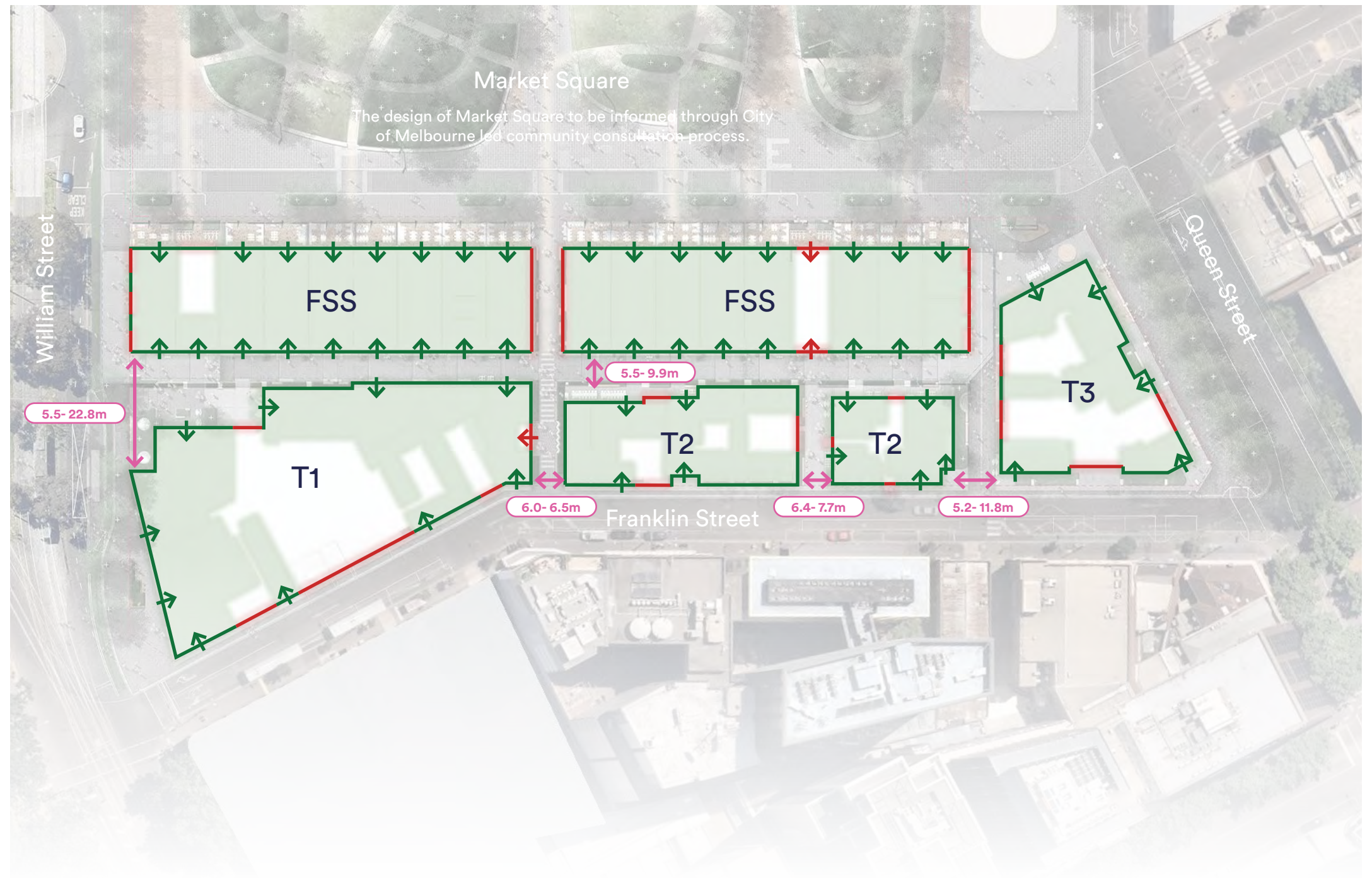
[P1-1] Development in:

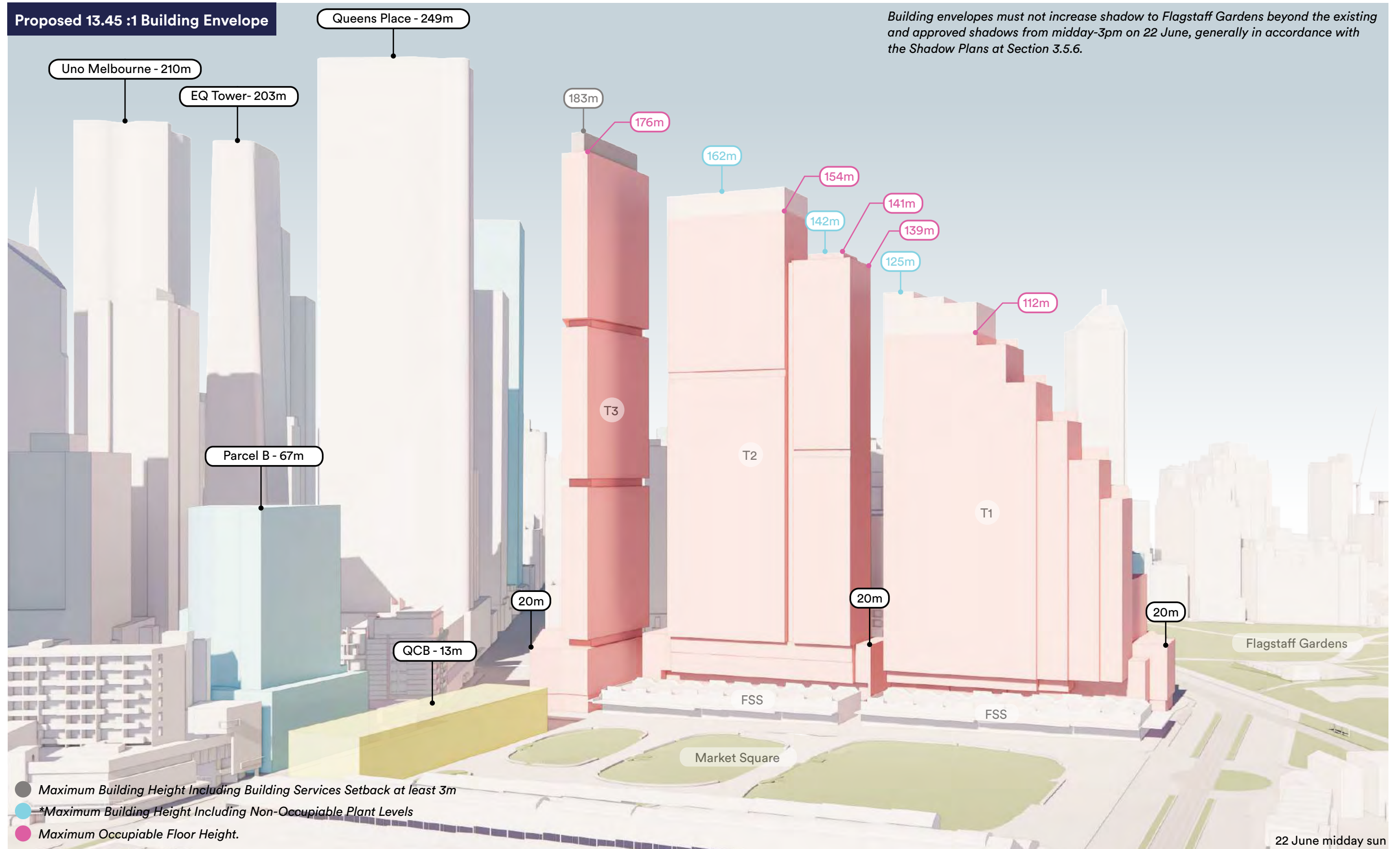
- General Development Areas and laneways in Special Character Areas, should meet the following ground level frontages requirement.
- Streets in Special Character Areas, must meet the following ground level frontages requirement. *Mandatory
- At least 80 per cent of the combined length of the ground level interfaces of a building to streets and laneways are an entry or window.
- This measurement excludes:
 - Stall-risers to a height of 700mm.
 - Pilasters.
 - Window and door frames.
 - Windows that have clear glazing without stickers or paint that obscures views.
- The ground floor frontage requirement does not apply to the development of a building in a heritage overlay or heritage graded building. Development of a heritage building should maintain or increase compliance with the following ground level interface requirement.

Public Realm Activation Percentage

(Subject to detailed design)

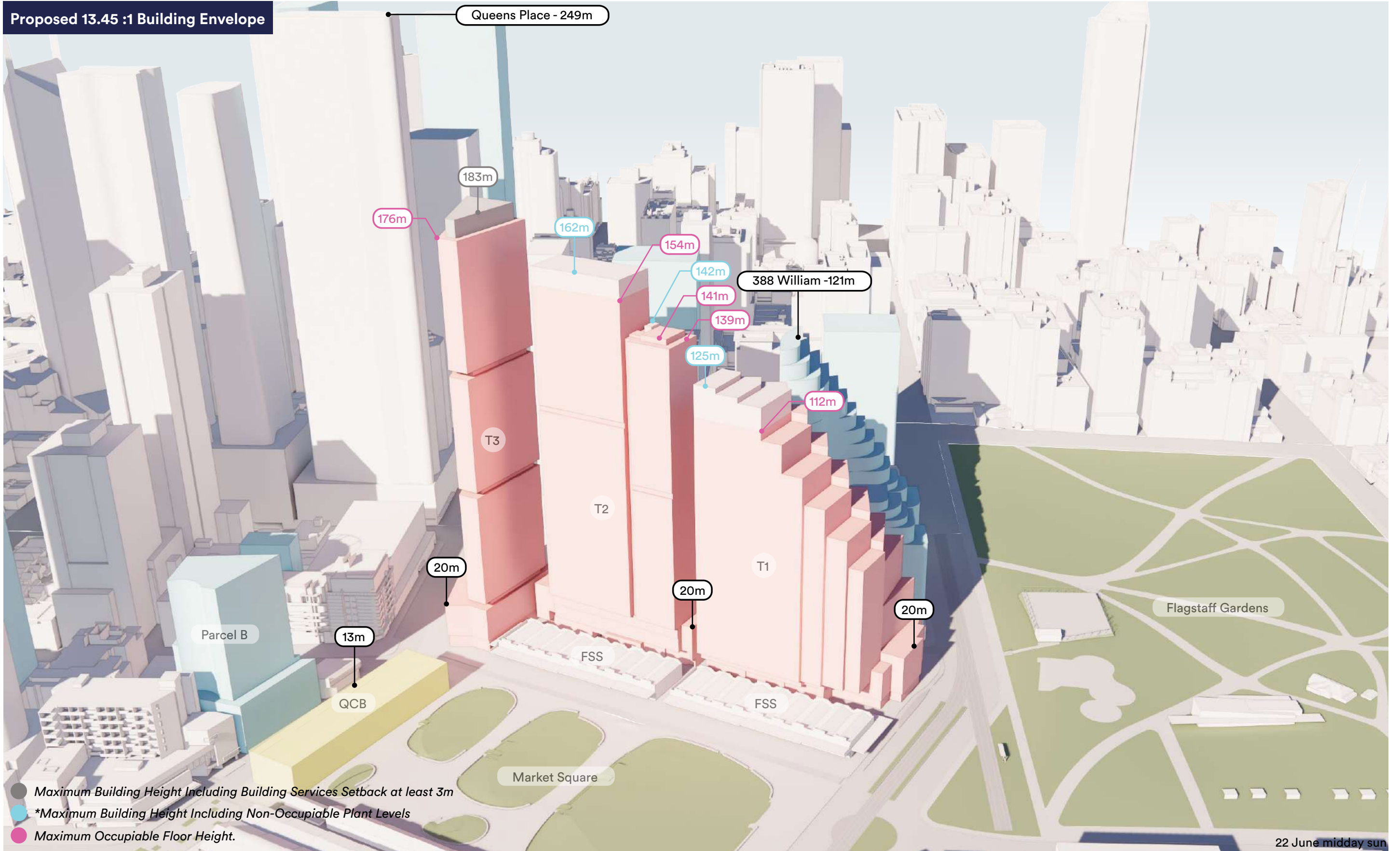
- Active Frontage >80%
- Inactive Frontage ≈20%
- ← Active Frontage Entry Points
- ← Inactive Frontage Entry Points





Massing includes facade projections (except balustrades, wind fins and wind lips) for T1/T2/T3 on the Southern Development Site. T2 top to be consistent with T1. QCB envelope does not include facade projections.

*Total building height excluding non-habitable architectural features not more than 3.0 metres in height and building services setback at least 3.0 metres behind the tower façade.



Massing includes facade projections (except balustrades, wind fins and wind lips) for T1/T2/T3 on the Southern Development Site. T2 top to be consistent with T1. QCB envelope does not include facade projections.

*Total building height excluding non-habitable architectural features not more than 3.0 metres in height and building services setback at least 3.0 metres behind the tower façade.

1.3.7 Building Form Requirements

1.3.7.2 Franklin Street Stores

The Stores as an Address

The Franklin Street Stores are the remnant of a former wholesale fruit market – once the southern edge of the broader Queen Victoria Market, and one part of a complete assembly of sheds around a central court. The design strategy offers the opportunity to bring these back to life – and expand their potential into the precinct with a considered approach:

- A light touch - reductive rather than additive.
- Reveal their merits and stabilise their fabric.
- Restore the fabric with honesty.
- Integrate the landscape to the building line.
- Create new connections into the public domain with mutual benefit.



References:
1. Franklin Street Stores, Queen Victoria Market, Melbourne, Australia
2. Ground Control at Gare de Lyon, Paris, France
3. Imperial Buildings, Auckland, New Zealand - Fearon Hay Architects
4. City of Melbourne Contract Drawings 1930 of Franklin Street Stores

4.

CITY OF MELBOURNE QUEEN VICTORIA MARKET.
PROPOSED WHOLESALE FRUIT MARKET ON OLD CEMETRY SITE.

Scale: 1/4" = 10'

C.H. Kemp
B. Senechal
19/8/30

THIS IS THE DRAWING REFERRED TO IN THE CONTRACT DATED 18/11/30
John W. Homan
Should the Government

CONTRACT A.
SHEET N^o 3.



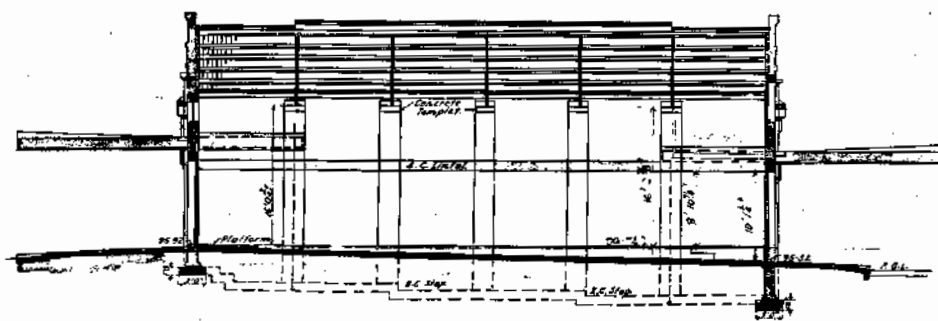
Datum 20.00

FRANKLIN STREET ELEVATION SOUTH-WEST BLOCK.



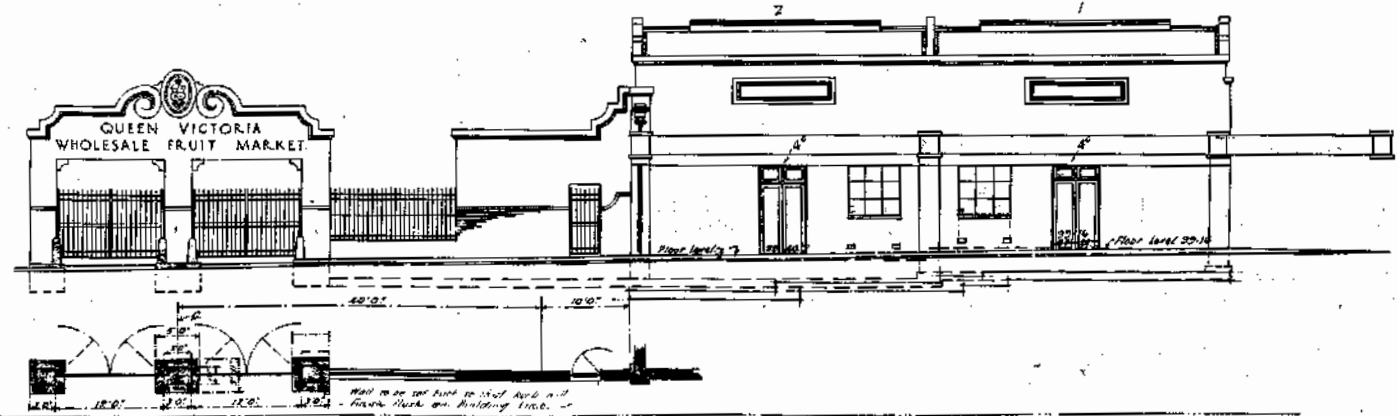
Datum 20.00

NORTH ELEVATION SOUTH-WEST BLOCK.



Datum 20.00

SECTION B.B.



PEEL STREET ELEVATION SOUTH-WEST BLOCK.

1.3.7 Building Form Requirements

1.3.7.2 Franklin Street Stores

Design Principles

Development should be consistent with the Vision for Queen Victoria Market set out at Clause 3.0 of DPO11.

The following design principles have been prepared to further guide future planning permit applications.



Design Principle 1

Provide for the adaptive reuse and activation of the Franklin Street Stores on both the northern and southern interfaces.



Design Principle 2

Provide for conservation works to the Franklin Street Stores.

Imagery shown for illustrative purposes only to demonstrate design principles.